



*A cross-border region where rivers
connect, not divide*

INVITATION

Dear Partner,

On behalf of the Lake Balaton Development Coordination Agency, the operative body of the Lake Balaton Development Council, I am pleased to invite you and your organisation to participate at the building up workshop of the project entitled

„Agrishort – Establishing short food supply chains and competitive agricultural sector in the cross-border region through institutional cooperation”

implemented in the framework of the Interreg V-A Hungary-Croatia Co-operation Program 2014-2020.

In the cross-border area of Koprivničko-križevačka, Međimurska, Zala and Somogy County there is a mutual demand to increase the level of knowledge and experiences among institutions related to agriculture sector which is the field of common interest. Specific objective of the project is to encourage institutions to actively participate in the development of agricultural sector through the introduction of short food supply chains. This institutional support is essential, but only if the institutions which support this sector have access to comprehensive knowledge. The intensity of cross-border cooperation related to agriculture sector is very low. This project is important incentive for future more institutionalised operations because it will generate motivation for further joint activities between institutions.

The main intention of the workshop is to develop the knowledge of the related departmental actors in connection with the short food supply chains. Moreover it is expected to discover the economical and regional potentials of local food systems based on cooperations. This workshop applies interactive training methods in order to define the specific objectives, instruments and applicable models of short food supply chains that will build up within the AgriShort project. Attendance on the workshop is beneficial because participants has bigger chance to assign a study trip to Austria that will be organized in the later phase of the project implementation.

Venue of the building up workshop: CE Plaza Hotel **** (18 Somogyi Bacsó street, Siófok, 8600)

Date: 21st September, 9:30 – 15:00



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The draft programme of the event can be found in the annex.

We would be delighted to have you or your delegated colleague, competent in the topic, present at this conference. Please be so kind to send your respond to this invitation to Mr. Karoly Fekete (karoly.fekete@balatonregion.hu) before September 18, 2017.

We look forward to welcoming you and your colleagues to this event.

Yours sincerely,

Dr. Gábor Molnár
Managing Director



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Annex

Draft programme

9:00 – 9:30 Arriving, registration, welcome coffee

9:30 – 9:35 Welcome speech – *dr. Gábor Molnár, Managing Director, Lake Balaton Development Coordination Agency*

9:35 – 9:50 Processing of AgriShort – The actual phase in project implementation -
Jurka Topol Project Manager, REDEA

9:50 – 10:05 Observations and results of the current situation analysis (in Somogy and Zala Counties) – *Károly Fekete, Researcher, Lake Balaton Development Coordination Agency*

10:05 – 10:35 Role of local food systems in adaptation to climate changing – *Péter Kajner, President, Association for the Living River Tisza*

10:35 – 11:05 Role of local food systems in the tourism development – *Péter Póla, Hungarian Academy of Sciences Centre for Economic and Regional Studies*

11:30 – 14:30 Training for the potential stakeholders;

Trainers: Katalin Kujáni, research manager, R&D Discovery Center, Neumann János University; Zsolt Kükedi expert of local economy development

12:45 – 13:30 Lunch

14:30 – 15:00 Questions and answers, afterwords.