

ORGANIC PRODUCTS CLUSTER

Organic Products Cluster:
Developing tools for innovative
entrepreneurship in the agrifood
sector



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Managing Director OPC

Structure

- Non profit, nationwide organization
- Set up by the Federation of Industries of Northern Greece (2006)
- **Aim:** bring together all actors involved in the organic value chain
&
development of the organic products market

Members

- ✓ Organic farmers
- ✓ Manufacturing companies
- ✓ Inspection & Certification Bodies
- ✓ Institutions
- ✓ Organic Associations

Activities

Promotion of the organic sector

Recommendations and strategic interventions (governmental level)

Seminars, workshops, B2B meetings

Increases public awareness about the benefits of organic products

Supports entrepreneurship in every possible way

Events to promote products/ services of its members

Synergies

Members

European & National Projects

- Adoption of advanced technologies in the agrifood sector
- Technology Watch & Future Trends
- Cross- border collaborations

Enterprise Europe Network – Hellas for SMEs

Sustainability in the Hospitality Industry

The introduction of **innovations** at meals with an emphasis on organic and other local products is not just a complementary service to the hotel but also a means of strengthening **customer loyalty**.

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