

Municipality of Naoussa, Greece

Existing situation of CCIs in Naoussa
and potential development of CCT

Name

Position, Municipality of Naoussa

email



Municipality of Naoussa

Population: 23.000 inhabitants approximately

Location: North Greece, 90km NW of Thessaloniki

Areas of economic activity: Agriculture, Industry, Trade, Tourism



CULTURAL & CREATIVE INDUSTRIES

LOCAL FESTIVALS - EVENTS

1. International Film Festival

Running since 2003, it is the biggest digital cinema in South Eastern Europe and the biggest short film festival in Greece. It was brought to life by young locals who wanted to liven their town up more. Over the five days more than 200 films are screened from all over the world. Every year between 100 and 150 young volunteers oversee its smooth running as many parallel events such as concerts and exhibitions all combine to make each festival a real event

2. Carnival - Janissaries and Boules



The carnival is an annual event and it is a custom with deep routes. Combining ancient Dionysian fertility celebrations and heroic fights throughout history, the “Boules” is rich in costume, music, dance and celebration and has remained unchained for centuries.

CULTURAL & CREATIVE INDUSTRIES

LOCAL FESTIVALS - EVENTS

3. Naoussa street Festival

It is a very new festival but with great success so far! During the festival, outdoor musical concerts and actions at central locations and squares of the city are organized, visual interventions in outdoors areas of the city are carried out and chefs prepare dishes using local products highlighting the culture of modern street food

4. Holocaust events

Every year the first Sunday after Easter, the city celebrates the anniversary of the destruction of the city. In 1822, nine women of the town valued freedom above life itself preferring to be thrown together with their children into the rushing waters of Arapitsa. In their honour Naoussa is now called "Heroic town of Naoussa."



CULTURAL & CREATIVE INDUSTRIES

Wine routes

Naoussa rests on the foothills of the Vermio Mountains where Dionysus, the god of wine himself dwelt.

In modern times, the first recorded evidence of viniculture dates back to 1700, where its reputation spread far and wide for being the best wine in the Ottoman Empire. At that time, the Xinomavro, Negoska, Naousseiko, Sefka, Prekniariko, and other varieties of grapes were cultivated in the area's vineyards.

Naoussa and the surrounding area has tens of vineyards and wineries and these wine routes are the most famous in Northern Greece. A large list of selected hotels, restaurants, local products workshops and businesses offering alternative leisure activities is also available to visitors.



CULTURAL & CREATIVE INDUSTRIES

Xinomavro Wine

In 1968, the xinomavro wine, which is a local variety, was cultivated. The total production of wines with a Designation of Origin "Naoussa" is approximately 2,500,000 liters, of which 30-40% is exported. Another 2,000,000 liters of red, rosé and white wines are vinified.



CULTURAL & CREATIVE INDUSTRIES

Industry

Textiles became the industrial powerhouse of Naoussa, employing 4,500 alone. So large was the industry that it was called Manchester of the Balkans. The first spinning mill in Greece and the Balkans was erected there in 1874 from which a nation could not just adequately, but proudly cloth itself once again. The factories have closed now, but their history, impact and even their buildings continue to live on and shape today's story of the town.



CULTURAL & CREATIVE INDUSTRIES



Local Cuisine

The Sunday table includes meat, pork in winter and goat, lamb or beef for the rest of the year. Top dish is the beef with quinces and plums, a food with a sophisticated, sour taste. On a daily basis the table is more lean, with legumes, vegetables, fish with onions, or soup, or even chicken with tomato sauce or potatoes or chilopites (pasta) which together with trahanna are the main pasta of local cuisine.

Aspects that need to be improved

- Create a new tourism – Cultural Identity
- Promotion of thematic tourism and development of all season tourism
- Development of thermal bath tourism
- Promotion of Cultural products to the new markets
- More active participation of stakeholders





Thank you!

Questions welcome



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