
FRIDGE Joint Workshop (online) **with focus on Market Reach**

WEDNESDAY 18 November 2020

Location: GoToMeeting

Time: 9 – 12 am CET (Central European Time)

We kindly ask you to register for the event by 16th of November from [this link](#).

Agenda

8:45 – 9:00	Virtual morning coffee
9:00 - 9:10	Welcoming words (KERN, Katharina Distler and Robin Ehrhardt)
9:10 - 9:15	Welcoming words (LP, Balázs Kiss)
9:15 - 10:30	Good Practice Presentations from FRIDGE partner regions <ul style="list-style-type: none">• Trilogy of Platforms from State of Bavaria, Germany• Völgység Kincse Social Cooperative from Tolna County, Hungary• Szekler Product Trademark from Harghita County, Romania• Food Province Label from South Ostrobothnia, Finland• Agrifood partnership of Western Macedonia, Greece• Tasteful East Flanders from East-Flanders, Belgium
10:30 - 10:45	<i>The results of the SME survey conducted in the partner regions with regards to SME competitiveness factors</i> <i>Prof. Hans De Steur, Ghent University</i>
10:45 - 11:00	Coffee break
11:00 - 11:30	<i>Presentation of the Bavarian Cluster for Nutrition</i> <i>Johanna Kallenbach, Bavaria Cluster for Nutrition</i>
11:30 - 11:45	<i>COVID-19 in the Food Industry - effects and solutions in Europe and in the Partner Regions</i>
11:45 - 12:00	<i>Roundtable discussion about the possible support and solutions for combating the negative effects of the COVID-19</i>