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# Good Practice Agrifood Partnership of Western Macedonia

**University of Western Macedonia**

18 November 2020

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# Short Overview of the Good Practice



# Title and geographical scope

- **Agrifood Partnership of Western Macedonia**
- **Acronym: APWM**
- **In Greek language:  
Agrodiatrofiki Simpraxi  
Dytikis Makedonias**
- **Regional Geographical scope**



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# Detailed Information



# In a few words

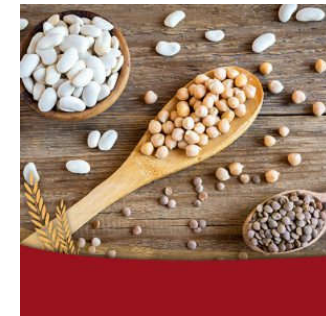
**Agrifood Partnership of Western Macedonia**  
is a civic non-profit-making organization  
that was established to support  
agri-food products of Western Macedonia.

2017- ongoing

# Why a Regional Food Cluster was needed?

Western Macedonia produces a wide variety of high quality agri-food products, which haven't acquired a solid presence within the national and global food market

The creation of Agrifood Partnership of Western Macedonia (APWM) was intended to upgrade region's "basket" of goods.

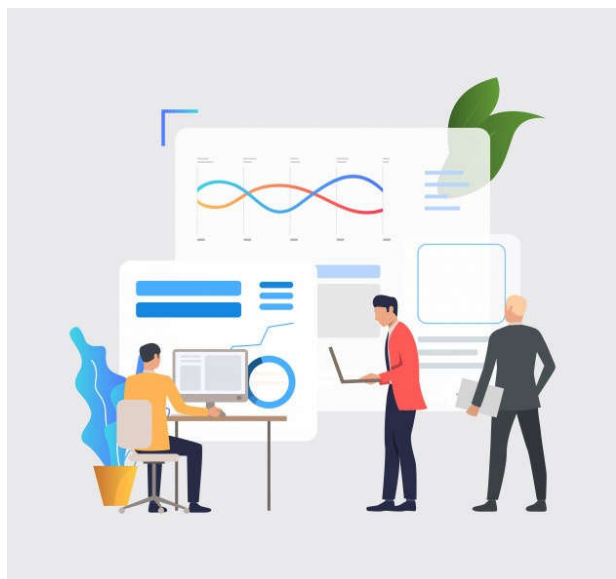


# Composition



- ✓ The initiative lies with the Region of Western Macedonia
- ✓ APWM members comprise municipalities, chambers of commerce, agricultural cooperatives, federations, and private enterprises.
- ✓ More than 28 food enterprises/producers of the region.

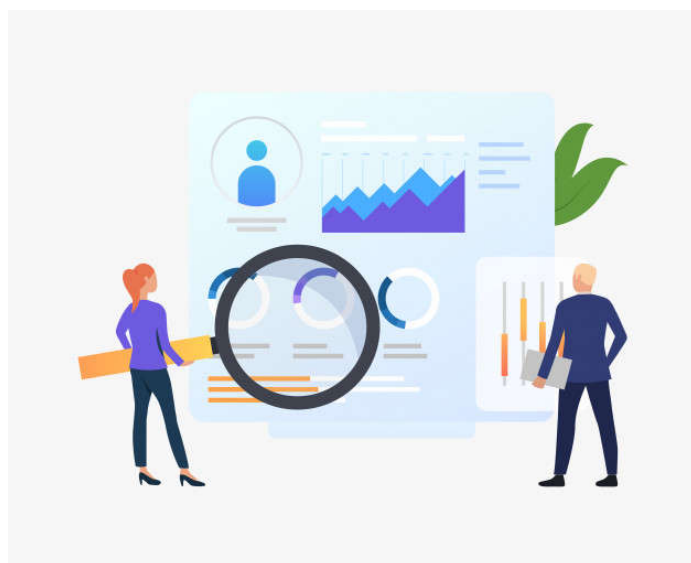
# Objectives/Aims of APWM



- ✓ Support and promotion of agri-food products produced in Western Macedonia.
- ✓ Continuous improvement and certification of the quality and reputation of local products.
- ✓ Recording, researching, studying the course of the agri-food sector
- ✓ Collaboration with research and academic community.



# Objectives/Aims of APWM



- ✓ Public and private institutions active in the agri-food sector linking.
- ✓ Provision of promotional tool and know-how available to help local producers to become more extroversive.
- ✓ Networking development between operators, enterprises and producers.
- ✓ Employment growth in food sector.
- ✓ Local agricultural culture preservation.

# Projects



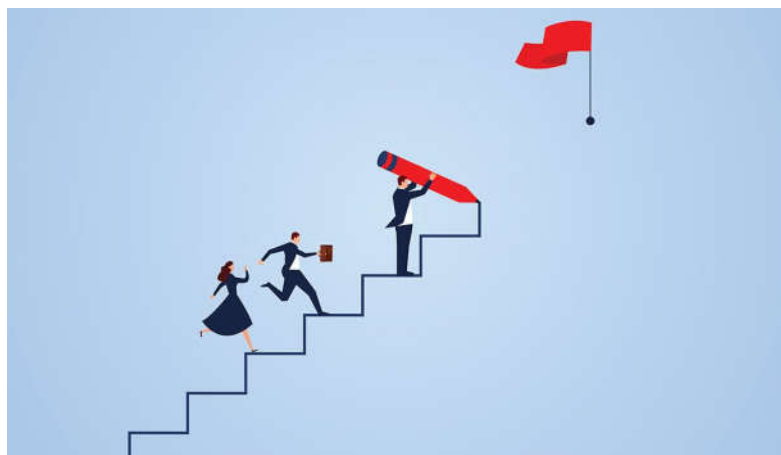
- ✓ Studies with a view to investigation, record, research and assessment of special topics of the agri-food sector
- ✓ Bilateral contacts in national and international level
- ✓ Professional training and consulting seminars
- ✓ Market research
- ✓ Information and communication actions
- ✓ Events e.g. gastronomy festivals, cultural events
- ✓ Participation in exhibitions

# Financial Resources

- APWM is financed by the Region of Western Macedonia and the region's private food enterprises members of APWM, public and private institutes, sponsorships and donations.



# Results/Success



- ✓ This is the first time that such an initiative has been undertaken in the Region of Western Macedonia
- ✓ Official legal form
- ✓ Association between a public regional operator and the private food and beverages enterprises
- ✓ Continuously increasing number of members

# Transferability



- ✓ **A cooperative attitude from both sides**
  - Public sector
  - Private food sector (farmers, producers, enterprises, processors)
- ✓ **Successful examples of regional agri-food partnerships**
  - Island of Crete
  - Central Greece

# Transferability



- ✓ These cooperation moves, are an important factor helping the brand recognition of local products.
- ✓ Investigation for transferability by other Regions

Thank  
you!



Questions welcome



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