

FRIDGE Joint Workshop with focus on productivity and investment

Date: Monday 26th of April 2021

Location: Online meeting

Time: 10:00 – 13:00 CET (Central European Time) / 11:00 – 14:00 EET (Eastern European Time)

Host organization: Harghita County Council

The project FRIDGE set its aim to contribute to public policies dealing with the food and drinks sector. Exchange of experience, learning Good Practices from each other lead to changes in those policies benefiting SMEs in our regions. There are several aspects in need of improvement in the sector.

Previously we have discussed our programs and efforts to assist food industry SMEs to reach local, national and international market with their products. This time, we will be reviewing instruments advancing productivity and helping to boost investments in machinery.

The event will be hosted by Harghita County Council. Harghita county is a predominantly agricultural, rural region due to the economic activity among the county's rural population is agriculture and SMEs in food sector. As for, Harghita County Council considers as one of its most important duties to promote and preserve the rich culture, traditional cuisine, catering and peculiar handcraft products.

Practical information

- **WEBSTREAM:** The event will be streamed for web and can be followed from this following link: https://harghitacounty.ro/fridgeworkshop_en/
- **Questions and comments:** Questions from participants are welcome and will be directed through an online participatory tool **SLIDO**
 - Go to webpage <https://www.sli.do> (with your computer, laptop or phone).
 - Join as Participant with code **#FridgeWorkshop**
- **Translations** for the event will be provided in English, Hungarian and Romanian languages.

Registrations

We kindly ask you to register for the event by **23rd of April via the link below.**

Link to registration: <https://forms.office.com/r/7J3Be16D59>

Welcome! Üdvözlöm! Tervetuloa! καλωσήρθατε! Willkommen! Welkom!

AGENDA

TIME ZONE in CET

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|---------------|---|
| 10:00 – 10:20 | Welcoming speeches |
| 10:20 – 11:20 | Good Practice presentations from Harghita County <ul style="list-style-type: none">• Agricultural Cooperative CSENGŐ (milk processing)• BENEDEK (meat processing SME)• SILVIMEX (bakery) |
| 11:20 – 11:35 | Coffee Break |
| 11:35 – 12:25 | Good Practice presentations from FRiDGE partners <ul style="list-style-type: none">• <i>TOLNA COUNTY: Support for middle-sized food industry SMEs within the Economic Development and Innovation Operational Programme, presented by Balázs Kiss (TCDA)</i>• <i>UPPER- FRANCONIA: Genussacademie Bayern presented by Christopher Scheler (Genussacademie)</i>• <i>SOUTH OSTROBOTHNIA: Accelerating growth and internationalisation of food SMEs in Ostrobothnia, presented by Elina Huhta (Seinäjäki University of Applied Sciences)</i>• <i>WESTERN MACEDONIA: Amyndeon Oenos Wine Cluster presented by Kostas Nikou (Amyndeon Oenos Wine Cluster)</i>• <i>EAST-FLANDERS: Public-private cooperation to promote regional products in the Butchers' Hall presented by Sarah Leverique (ECEP)</i> |
| 12:25 – 13:00 | Q&A: Online interventions and questions |