

enterprise europe network

Helping companies innovate and grow
internationally

Enterprise Europe Network –HELLAS

ANKO WESTERN MACEDONIA S.A.
Ogranisation for Local Development

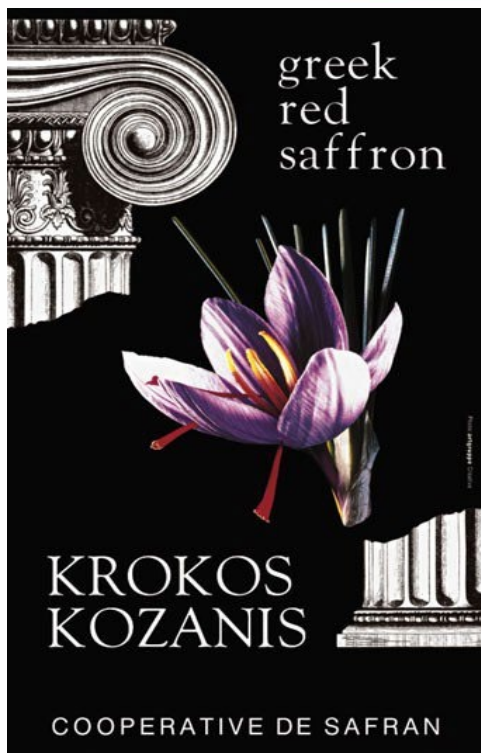


ANKO Western Macedonia is the only Greek development agency that is member of the EEN network as well as former Euro Info Centre.



ANKO's services are structured in two pillars:

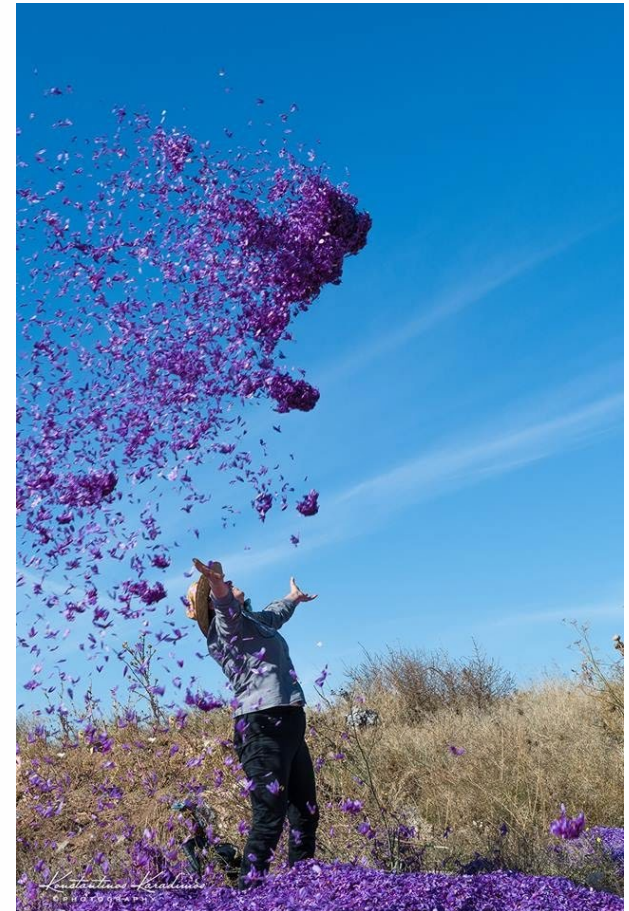
1. Planning studies of technical projects for Western Macedonia municipalities
2. Implementation of national and EU funded projects - Business support services



The Compulsory Agricultural Cooperative of Krokos Growers -"**KOZANI SAFFRON PRODUCERS COOPERATIVE**"- was funded in 1971 and is consisted of 1.000 members.

The founding of the Cooperative created a body that has the complete responsibility of collecting, processing, packing and distributing the product in order to ensure its quality and to avoid the adulteration that was done by the traders in the past, resulting in the degradation and negative image of the product.

Saffron is cultivated in the region of Kozani since the 17th century. All these years, considerable experience on the production of the product has been gained.



For 300 years Krokos has been cultivated in an area that includes many small villages of the Kozani Prefecture. The inhabitants of the area plant Krokos in the summer and in the autumn **remove by the hand the valuable stigmata** of the beautiful flower and carefully dry it. **It takes about 150.000 flowers to produce 1.000 grammars of red saffron. Krokos Kozanis** or saffron or “zafora” as it is usually called, belongs to **the best quality of saffron in the world.**



Krokos Kozanis PDO is a flagship Greek product and its good fame is surely connected to its recognition as PDO.



ZAFFERANO EUROPEO

**RED
GOLD**

KROKOS KOZANIS DOP, L'AUTENTICO!



SAFFRON,
THE GOLDEN
BLOOMING PATH
OF KOZANI



CAMPAGNA FINANZIATA CON
L'ASSISTENZA DELL'UNIONE EUROPEA



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ANKO & Krokos Cooperative long

Cooperative's buildings and equipment co-funded under EU Leader program. Anko is the managing organization (L.A.G.)



LEADER is a local development method which has been used for 30 years to engage local actors in the design and delivery of strategies, decision-making and resource allocation for the development of their rural areas. LEADER is implemented under the national and regional [Rural Development Programmes](#) (RDPs) of each EU Member State, co-financed from the [European Agricultural Fund for Rural Development](#) (EAFRD)

In the 2014-2020 programming period, the LEADER method has been extended under the broader term **Community-Led Local Development (CLLD)**

* *The term 'LEADER' originally came from the French acronym for "Liaison Entre Actions de Développement de l'Économie Rurale", meaning 'Links between the rural economy and development actions'.*

Anko



Krocus Kozanis Products S.A. founded in 2007, as a joint venture between the Crocus Cooperative of Kozani and the Greek cosmetics company KORRES introducing to the market a pioneering line of **Organic Tea** based on Crocus Kozani (saffron).

ANKO as the managing body of the Local Development program evaluated and co-funded the business plan (new building and the equipment) of Krocus products new company.



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The series of organic tea with Kozani krokus, which was first presented in 2008, entered our eating habits with the original combination of “red gold” with organic herbs. Available in about 2,500 locations in Greece and in over 30 overseas markets.



#EENCanHelp



4th Black Sea Business Forum, May 2013, Thessaloniki Greece

Business opportunities from IFI-financed projects (*World Bank, Millennium Challenge Corporation, EU, BSTDB EBRD*)

Briefing-Networking organized by the Thessaloniki Chamber of Commerce & Industry with the support of UNDP/BSTIP (Black Sea Trade and Investment Promotion Programme) and the PSLO network of the World Bank Group.

B2B meetings supported by the EEN –Hellas partners, north Greece (FING, ANKO)



SAFFRONOMICS FA 1101 COST ACTION, ALMAGRO, SPAIN 16 -18 September,

The FOOD and AGRICULTURE COST Action FA 1101 “**Saffronomics**: Omics Technologies for Crop Improvement, Traceability, Determination of Authenticity, Adulteration and Origin in Saffron” has an event organized by the **Enterprise Europe Network** in September 2015.

EEN/ ANKO and EEN/NDC Athens supported the discussions with stakeholders in the industry (farmers, cooperatives, traders, marketers, shops and chefs) within the international workshop on saffron: **bridging the gap between science and producers.**



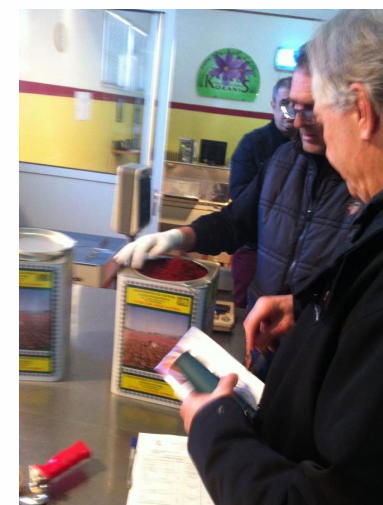
Enterprise Experience Programme, 2016

An EU initiative, which enables **EU executives to visit EU SMEs** for a certain period of time - for a maximum of one week - and become acquainted with companies' daily operations.

Target of the initiative: to learn about the problems the EU SMEs face, as well as the opportunities they have both in Europe and in the international markets.



Within Enterprise Experience Programme Dr. Cyrill Dirscherl, policy coordinator, DG for Internal Market, Industry, Entrepreneurship & SMEs GROW B3 - Standards for Growth, visited Kozani and the Cooperative of Saffron.



And also...

- "Rizes" (Roots) an artisan food small company, Krokos village
- Alpha Estate winery, Amyndaio, Florina pref.



Europe 2020 Strategy for Growth: Promoting Business Partnerships in Greece - B2B Networking Event, Athens 11&12 March 2013

The event organized by the European Commission, in cooperation with the Greek Ministry for Development & Competitiveness and with the support of the Enterprise Europe Network - Hellas.



More than 35 EEN staff assisting companies

- Over 500 registered companies

- More than 1350 meetings

- *Krokos (saffron) Cooperative among EEN/ANKO's "clients" participated in the event.*



Business mission “Synergasia” **October 2018**

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Enterprise Greece and the Region of Western Macedonia organized a business mission for **foreign embassy representatives to the region**.

The business mission was part of the Enterprise Greece’s **Synergasia Program**, which aims to promote the comparative advantages of the respective regions of Greece and their local products and services in the international market.

Participating in the business mission were **28 diplomats from 24 countries**, which was organized with the support of **ANKO – Regional Development Agency of West Macedonia and the EEN**.

The visit featured a full program devoted to promoting exports from, and innovation in, the Region of Western Macedonia.







Synergassia Dytiki Makedonia

241 B2B meetings were held between exporting companies and the visiting diplomats in a specially designed area at the Exhibition Center of Western Macedonia.

Participants were companies from the food & beverage sector, aromatic & medicinal plants, fur & leather industries, building materials (marble, wood, metal), tourism and related services.

*EEN/ANKO in cooperation with Enterprise Greece organized and supported the **B2B meetings** as well as the **company visits** in selected companies in Western (Dytiki) Macedonia region.*





In parallel the head of Information and Support Services at **Enterprise Greece**, conducted a training seminar on the steps needed to becoming a **successful exporter**, which was attended by local SMEs.



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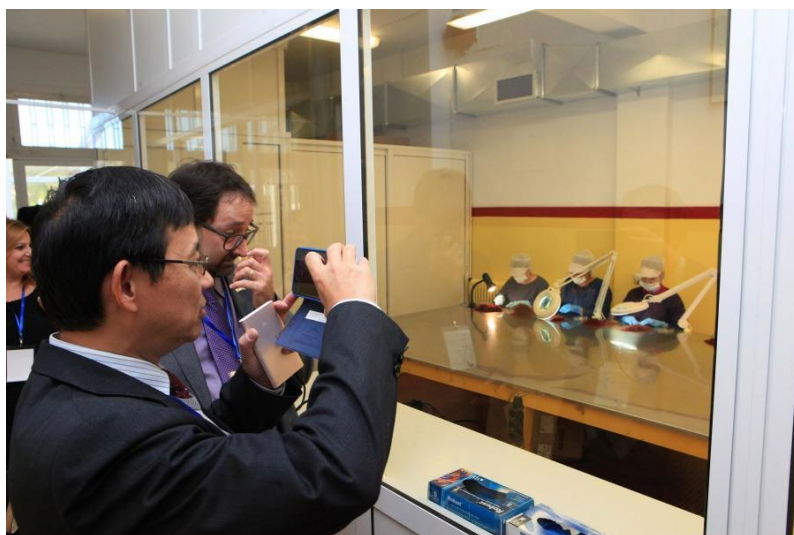
Synergassia

Regional Partnership

In a two days tour the diplomatic mission **visited businesses in all four regional units of Western Macedonia** that have a **significant international presence**, both inside and outside Europe, and **innovative partnerships with research institutions**.

EEN/ANKO initiated and supported the company visits.





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Synergassia Follow up Actions Enterprise Greece (B2B) Germany & France, March 2019

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The Region of Western Macedonia, in collaboration with the Enterprise Greece and the support of ANKO / Enterprise Europe Network, organized as a “follow up action” B2B meetings between the Head of Economic & Commercial Affairs, Embassy of France, Mrs. Thalia Giannopoulos and the Director of the German Organization for Investment Promotion & Foreign Trade, Embassy of Germany, Mrs. Michaela Bali with local companies.

Saffron Cooperative was among 22 extroverted local companies participated in the event as well as in the seminar on "Export Marketing: The Road to Success" organized by the German Organization for Investment Promotion & Foreign Trade.



Appreciation of European products

Enjoy, It's From Europe" is the slogan that guarantees food quality and the very quality of the Nice to ~~Eat~~ project, included in the ambitious information and promotion programmes for European agricultural and food products.



RED GOLD

Krokos Kozanis PDO the authentic!



Objective: Action's vision is to increase the recognition of the PDO logo highlighting the specific features of Krokos Kozanis (saffron) PDO in terms of authenticity, nutritional and health value. Production of saffron in Europe is limited and imports from third countries cover a great part of the demand.

Target group: The action targets the internal Greek market, traditionally an important one for the fame and sales of the product, and the Italian market, the most developed European one in terms of food culture. The action has identified retail and HR segment of the food industry as the main targets along with consumers (age 20-44 years old).



ZAFFERANO EUROPEO
RED GOLD
 KROKOS KOZANIS DOP, L'AUTENTICO!




Kozani Saffron Producers Cooperative
 invites you to the exhibition

TUTTOFOOD
 MILANO WORLD FOOD EXHIBITION

MAY 6-9 MAGGIO 2019

FIERA MILANO
 Strada Statale Sempione, 28, 20017 Rho MI, Italy

Hall 1 - Stand: L15

www.krokoskozanispdo.eu



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ΕΠΙΜΕΛΕΙΑ ΕΚΘΕΣΗΣ - ΠΡΩΤΟΣ ΕΛΕΥΘΕΡΙΟΣ / ΟΡΓΑΝΩΣΕΙΣ ΕΚΘΕΣΕΩΝ - ΣΥΝΕΔΡΙΩΝ / 2461037707





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Business Support on Your Doorstep


European
Commission

PDO Krokos Kozani holds great export promise

Kozani [#Crocus](#) -the Greek saffron- will soon make its way to Chinese markets. According to the Minister for Agricultural Development the protocol governing crocus exports to [#China](#) shall be completed shortly, and the final agreement with the Chinese government has been signed.



The new Krokos Museum...



ANkO



Liana Papaterpou
Head of Entrepreneurship-Innovation Department/
Enterprise Europe Network



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