

A cross-border region where rivers connect, not divide

INVITATION

Dear Partner,

On behalf of the Lake Balaton Development Coordination Agency, the operative body of the Lake Balaton Development Council, I am pleased to invite you and your organisation to participate at the opening conference of the project entitled

„Agrishort – Establishing short food supply chains and competitive agricultural sector in the cross-border region through institutional cooperation

implemented in the framework of the Interreg V-A Hungary-Croatia Co-operation Program 2014-2020.

In the cross-border area of Koprivničko-križevačka, Međimurska, Zala and Somogy County there is a mutual demand to increase the level of knowledge and experiences among institutions related to agriculture sector which is the field of common interest. Specific objective of the project is to encourage institutions to actively participate in the development of agricultural sector through the introduction of short food supply chains. This institutional support is essential, but only if the institutions which support this sector have access to comprehensive knowledge. The intensity of cross-border cooperation related to agriculture sector is very low. This project is important incentive for future more institutionalised operations because it will generate motivation for further joint activities between institutions.

Venue of the opening conference: SunGarden Wellness and Conference Hotel ****
(24, Batthyány Lajos street, Siófok, 8600)

Date: 24th May, 10:00 – 15:00

Draft programme

9:30 – 10:00 Arriving, registration, welcome coffee

10:00 – 10:05 Welcome speech – *dr. Gábor Molnár, Managing Director, Lake Balaton Development Coordination Agency*

10:05 – 10:30 Introduction of AGRISHORT project – *Valentina Hažić, Head of Rural Development Department, REDEA*

10:30 – 11:10 Introduction of the beneficiaries

- PORA – Razvojna Agencija Podravine i Prigorja; *Franjo Babic, Project manager for rural development*

- REDEA – Regionalna Razvojna Agencija Medimurje; *Sandra Polanec Marinovic, Director*
- Zala Termálvölgye Local Action Group – *Tibor Szabó, Head of division*
- Lake Balaton Development Coordination Agency – *Károly Fekete, Researcher*

11:10 – 11:25 First Call for Proposals of the Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020 – *Márton Szűcs, Head of Hungary-Croatia Joint Secretariat Budapest*

11:25 – 11:40 Role of Communication in the 2014-2020 Period – *Tvrtko Celan, Programme & communication manager, Hungary-Croatia JS*

11:40 – 12:10 Evolution and Development of SFSC's in Hungary – *Katalin Kujáni, Expert*

12:10 – 12:20 Questions and Answers

12:20 – Lunch

13:15 – 13:40 Good Practice of Gyulaj – Common Role of SFSC in Local Societies – *Nándor Németh*

13:40 – 14:00 Applying local products in gastronomical culture – *Balázs Csapody, Owner of Kistücsök Étterem (Balatonszemes)*

14:00 – 14:20 Introduction of Pannon Local Product – *Renáta Inzsöl, Manager*

14:20 – 14:30 Questions and Answers

14:30 – 14:45 Press conference, closing of the event

We would be delighted to have you or your delegated colleague, competent in the topic, present at this conference. Please be so kind to send your respond to this invitation to Mr. Karoly Fekete (karoly.fekete@balatonregion.hu) before May 18, 2017.

We look forward to welcoming you and your colleagues to this event.

Yours sincerely,

[Handwritten signature]
Dr. Gábor Molnár
Managing Director

