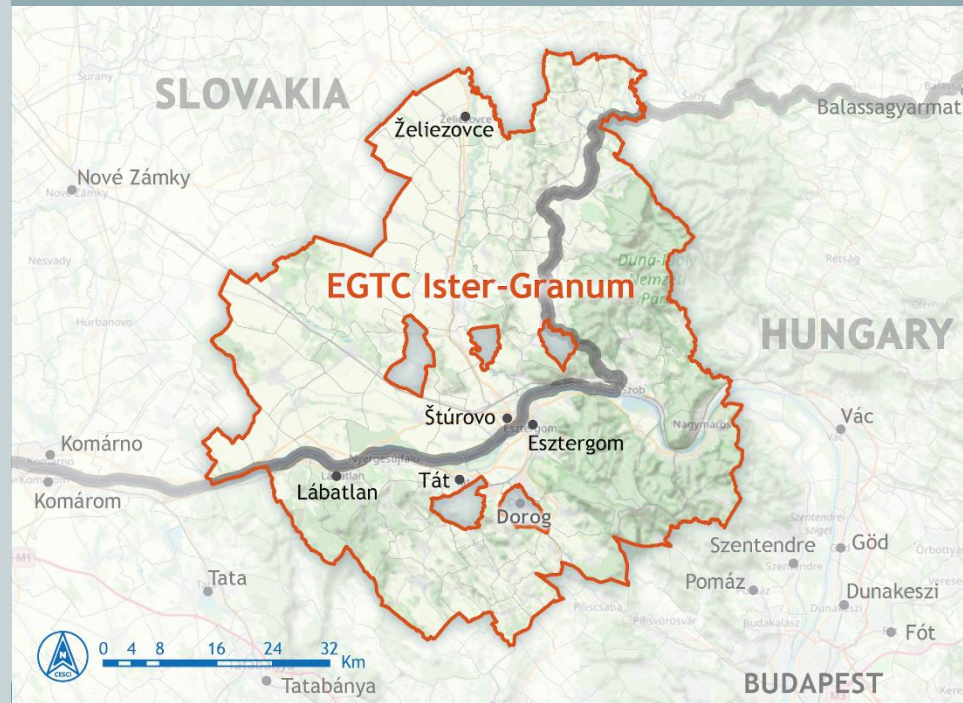


Cross-border marketing and promotion of local products

BorderLabs CE Kick-off Conference
Budapest | 13 November 2024

Peter Nagy
Ister-Granum EGTC



82 Municipalities

220.000 inhabitants

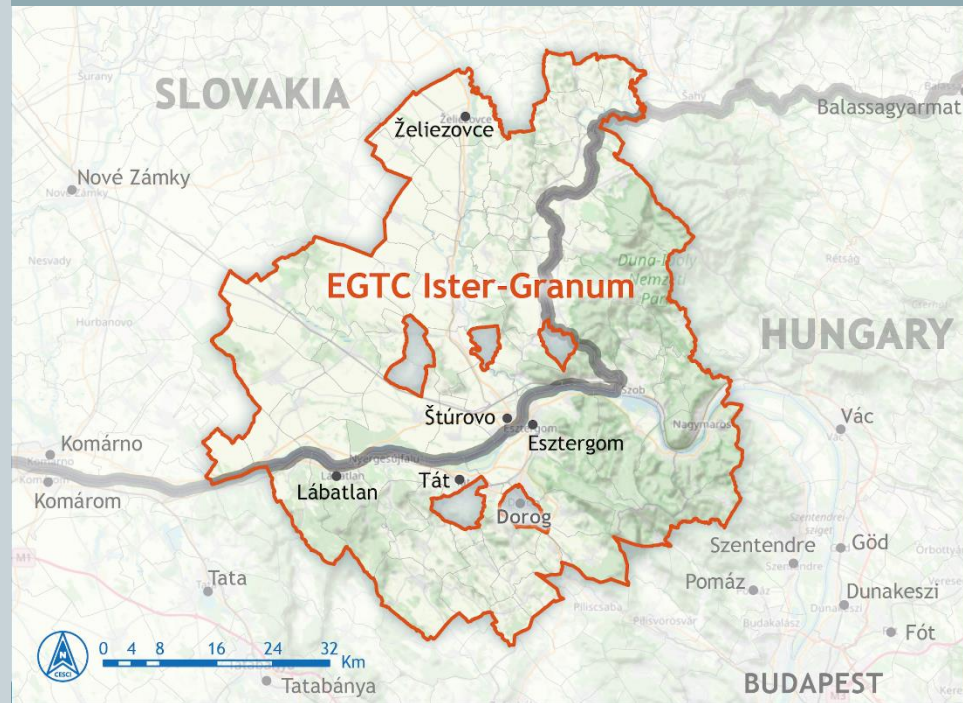
2 M tourists/year

2 wine regions

Nearly 500 producers

48 Local producers using
Ister-Granum Brand

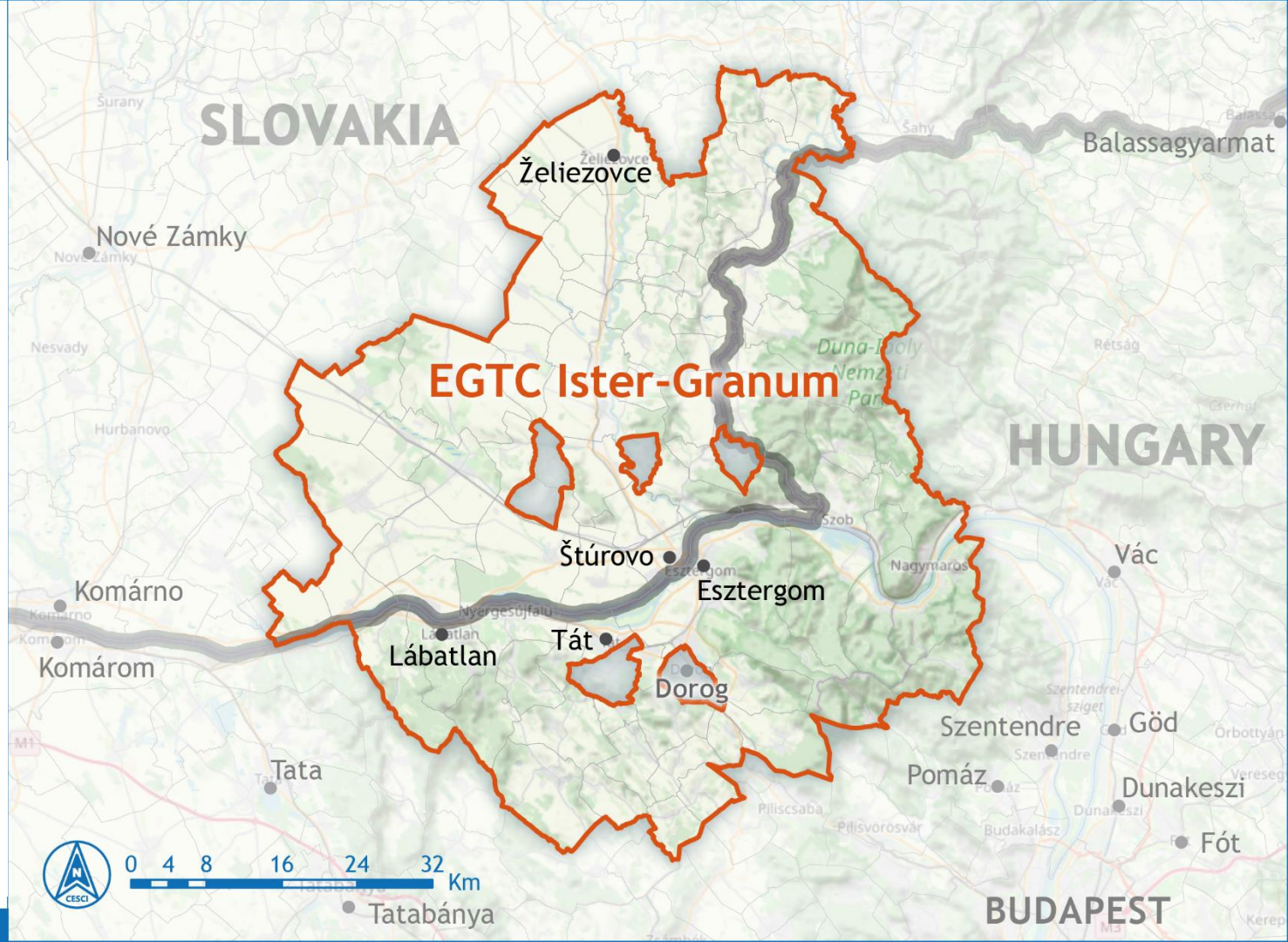
15 local markets



Cross-border marketing and promotion of local products



The aim of the pilot activity is to roll-out and to evaluate a producer-oriented support mechanism for cross-border sales and distribution of local agricultural products in the Ister-Granum crossborder region by reducing border obstacles and facilitating the establishment of short (cross-border) supply chains.



MAIN PROBLEM

PRODUCERS

CUSTOMERS

both HAVING JUST 180 degree access to market



WE HELP

PRODUCERS

Support market access

CUSTOMERS

Support full access to healthy local food



HOW WE DO IT?

There is a need to inform the Local population

ACTIVITIES:

Kick-off event

Survey / Interview

Legal Guide

Online promotion

Local product Network (MODEL)

Closing event



COOPERATION IS THE KEY!

RSG (Regional Stakeholder Group):

Municipalities

Regional public authorities

Interest Groups (NGOs)

EGTC-s

Twin cities

KNOWLEDGE EXCHANGE:

Upper Austria

Frankfurt am Oben



EXPECTED OUTCOMES:

LEGAL GUIDE

Local Product Network MODEL

KNOWLEDGE TRANSFER

HAPPY CUSTOMERS

HAPPY PRODUCERS





Interreg
CENTRAL EUROPE



Co-funded by
the European Union

BorderLabs CE



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Thank you!

