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# NEEBOR

## QUARTERLY

31 JANUARY 2009 - ISSUE 12

### INTERREG IVC PROJECT KICK-OFF

NEEBOR's Interreg IVC project, entitled "Networking for Enterprises in the Eastern External Border regions" gathers 12 partners from 8 countries that have decided to share good practices on three major issues in the field of SMEs:

1. development of partnerships and clusters
2. access to knowledge and innovation
3. access to finance

The main objective of the project is to identify good practices on these areas and exchange and exploit the experiences. Through transferability studies, project partners will analyse good practices in their own regions and try to develop joint methodologies and give policy recommendations. Another ambitious aim of the project is to deepen the relations among the eastern external border regions.



The project has started on 1 October 2008 and the Lead Partner – Észak-Alföld Regional Development Agency organised the Kick-off meeting on 28 November 2008. 11 partners representing 10 regions participated on this meeting, and partners had a presentation about the main data and documents of the project and also about reporting questions (dates, documents, obligations, first level control etc). On the second day of the meeting, partners visited a good practice of traditional craftwork at Nádudvar.

For further information about the project, please do not hesitate to contact Orsolya GREGÁN at the Észak-Alföld Regional Development Agency:  
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### NEW NEEBOR MEMBERS

On the 22<sup>nd</sup> of January 2009, Podkarpackie Voivodship from Poland and TEDK Chios from Greece officially became the 32<sup>nd</sup> and 33<sup>rd</sup> members of NEEBOR, following the example of the Bulgarian Municipality of Plovdiv. Both partners will be presented in the upcoming issues of NEEBOR QUARTERLY.

### NEEBOR ANNUAL CONFERENCE

The annual conference of NEEBOR for 2009 will be hosted by the Finnish region of North Karelia. The conference is to be held during the second week of September 2009. The final date will be announced later and there will be more info on the conference in the next issue of our newsletter. The topic of the conference is foreseen to deal with issues important to NEEBOR and also address some cross-border aspects due to the physical proximity of the Russian borderline.

North Karelia is the easternmost region of Finland and also the furthest reaching point of continental European Union with state of the art high-tech solutions and vast expanses of forests as well as beautiful lake scenery. The 14 municipalities and 5 cities give the region its special characteristics as the heart of Karelia. Joensuu ([www.joensuu.fi](http://www.joensuu.fi)), the cultural and economic centre of the region, just celebrated its 160<sup>th</sup> Anniversary last year. North Karelia has a long frontier with Russia, which creates many possibilities for regional cooperation. Welcome to North Karelia!

For additional information on the event please contact the NEEBOR Secretariat or East Finland EU Office:  
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More info on the region:  
[http://www.pohjois-karjala.fi/Resource.php/maakunta/maakunta\\_eng.htm](http://www.pohjois-karjala.fi/Resource.php/maakunta/maakunta_eng.htm)

## NEEBOR Members:

### South Transdanubian Region

The South Transdanubian Region is situated at the south-west of Hungary, adjacent to Croatia. Being a border region, it cultivates extensive relations with the West Balkans area (focus respectively on Croatia, Bosnia and Herzegovina, and Serbia), with almost 9.000 Croatians living in South Transdanubia, other minorities are the German and the Roma.

#### The region in figures:

With 977.000 inhabitants and an area of 14.169 km<sup>2</sup> it is the most



sparingly inhabited NUTS II region of Hungary. The GDP/capita of the region is 70% of the national, and 44,6% of the EU-25 average. GDP by main sectors: services 65%, industry 25% and agriculture 10%, the unemployment rate was at 7,3% in 2006. The largest city of the region is Pécs with 160.000 inhabitants; Kaposvár and Szekszárd have county rank. Two universities at Pécs and Kaposvár provide the qualified human resources of the region.

**The treasures of South Transdanubia:** The mild climate and the undulating countryside of the region are excellent assets for tourism. The two biggest attractions are the Lake Balaton and the City of Pécs. The wines of South-Transdanubia (produced mainly alongside its six wine routes including the most famous one, the Villány-Siklós) are well known in Europe. Two national parks (the Danube-Drava and parts of the Balaton Highlands National Parks), several thermal and health spas await the visitors. Tourists are strongly recommended to visit the early-medieval burial sites in Pécs as part of UNESCO world cultural heritage.

**Investment opportunities:** Due to its isolated location and the Balkan crisis, large FDI have avoided the region. But a diversified economy with 19 industrial parks and qualified labour force attract new investment. Principal industries are: machinery, electric power production (the Paks Nuclear Power Plant), tourism, environment and cultural industry (Pécs 2010 European Capital of Culture).

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## NEEBOR GOOD PRACTICES

In areas with wine routes, professional supply, qualification, management and promotion of wine-related tourism products and services requires a well coordinated and organised tourism activity. VinTour targets this objective as the very first INTERREG IIIC project with Hungarian lead partner.

**Objectives:** On one hand it strives to enhance the attractiveness of tourism/terroir assets of wine producing areas; and on the other to establish innovative, sustainable, local heritage-based approaches (such as the slow-food) on the involved wine routes.

**Outputs/results:** Manual on wine tourism product development, common wine-route Charter, web-portal on on-line accommodation booking and programme generating services, and last but not least making international friendships by wine.

**Partners:** Lead Partner: South Transdanubian Regional Development Agency (HU), Province of Treviso (IT), IMPEFE (Ciudad Real, ES).

**Project Implementation Period:** 1<sup>st</sup> January 2005 - 31<sup>st</sup> December 2007.

**Total Project Budget:** 631.566,00 EUR



With regard to the NEEBOR objectives, the Lead Partner of the project is preparing the continuation of the VinTour in the HU-CRO IPA CBC Programme by involving partners from the acceding country of Croatia. For further information please visit: [www.vintour.info](http://www.vintour.info).

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