



2007CB16IPO007-2012-2-92

Project title

e-Commerce in support of exports from the cross-border region Strumica – Kyustendil
- e-Export

Axis

Priority Axis 1: Economic Development and Social Cohesion

Area of intervention

1.1 Economic Development

Lead Partner

Center for development and promotion Promo Idea - Strumica

Partner 2

National Association of Small and Medium Business – NASMB - Kyustendil

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Duration

12 months



Total budget

97 324, 30 EUR

Project description

Project aims at access to markets with better-prepared analysis of export potential, export guide, database and B2B portal. Training and in-home consultations helped SMEs to design and develop the right product and to improve the distribution and promotion (focused on internet marketing and sales), while the database, B2B electronic web portal, B2B meetings and Fair View support their export promotions. The development of successful export requires close cooperation between SMEs, municipalities and state institutions. Project activities are related to networking, information sharing and establishment of partnerships between export-oriented small and medium enterprises supported to promote exports from the border region of Strumica - Kyustendil.





 -  IPA Cross-Border Programme



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