



2007CB16IPO007–2012–3-079

Project title

Networking of multimedia centres in cross-border region

Axis

Axis 1: Economic Development and Social Cohesion

Area of intervention

1.1 Economic Development

Lead Partner

Centre for Development of the East Planning Region, MK

Partner 2

Municipal cultural centre "Petko Rachev Slaveikov - 1938" Breznica, BG

Duration

24 months

Total budget

484.302,13 EUR

Project description



Project's overall objective was to improve economic cooperation and the business environment in the border region.

Specific objectives were: 1. To strengthen the competitiveness of businesses in the border region through the establishment of a joint cluster for creative industries and the promotion of new communication technologies and joint ICT services (multimedia centers) which stimulate innovation, cooperation and networking of the companies within the cluster, as well as their linking with similar companies in the Europe; 2. To introduce innovative approaches in the field of marketing and the promotion of businesses in the cross-border region through the creation of joint marketing strategies, creating a common logo for the cluster, and joint appearances at fairs and promotional events; 3. To promote cross-border business partnership and networking through the creation of Joint Web-based Marketing and Business Promotional Platform and the Partnership network; 4. To increase the capacity of enterprises in the field of business development and business cooperation through conducting trainings for the management of the cluster

Project results are: 1. Formed joint information system; 2. Constructed two multimedia centers with installed equipment; 3. Increased public awareness among small and medium enterprises and owners of the benefits of cluster associations; 4. Defined guidelines for development of e-services with the use of cloud computing; 5. Established cluster for creative industry.

The project was successfully implemented in December 2015.



 -  IPA Cross-Border Programme



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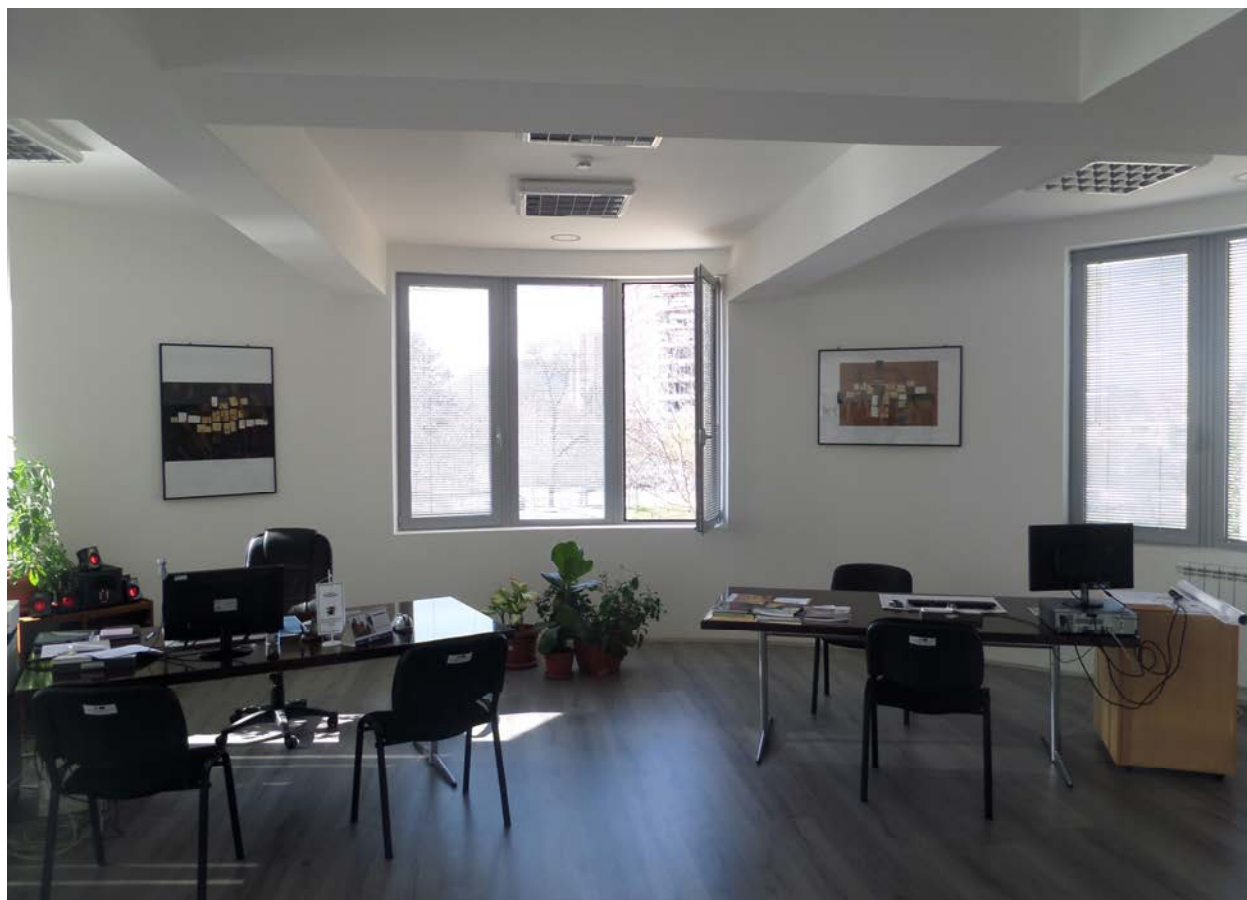
Multimedia center Stip







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Breznica





Training Gotse Delchev



Training Stip



Roundtable Gotse Delchev



Roundtable Stip





Billboards



Web page & logo

