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Project ID: SKHU/1601/4.1/150

Project title: Cross-border network cooperation of stakeholders in herbal industry

Project acronym: Herbaland

**PRESS RELEASE**

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The Association Velke Kapusany and Surroundings holds a press conference within the project named „*Cross-border network cooperation of stakeholders in herbal industry“* on December 11th , 2017 at 10 am in the Regional House Velke Kapusany. The project is implemented within the framework of the Interreg V-A Slovakia-Hungary Cooperation Programme financed by the European Regional Development Fund, the state budget of the Slovak Republic and the project partner’s own resources.

Rudolf Gabri, president of the Association Velke Kapusany and Surroundings will present the project, the project partners, the activities and the objectives at the press conference. The main partner of the project is the Research Institute for National Strategy, Budapest, Hungary. The other partners are the Rába-Duna-Vág European Grouping for Territorial Cooperation, Tatabánya, Hungary; the Regional Development Agency Komárno, Slovakia and the Association Velke Kapusany and Surroundings, Velke Kapusany, Slovakia.

The implementation of the project started on June 1st, 2017 and will run till September 30th, 2018.

The aim of the project is to strengthen cooperation and create a network of actors in the herb industry, thereby increasing the production of higher production values, thereby increasing the employment of disadvantaged workers in this industry in the targeted cross-border area.

The project implementation will start with mapping the medicinal herbs market in the Slovak-Hungarian border area. In accordance with the collected data, a comprehensive study will be prepared, which will be published on the created website of the project. An interactive portal will be created on the website to help individuals, businesses, non-profit making herb organizations make contact with people dealing with medicinal herbs. Sole traders operating in the field of medicinal herbs will be able to publish on the portal supply and demand for products and labor, and look for suppliers offering work at home. The Lead Partner of the project will develop educational materials for trainers leading educational courses and beginning sole traders dealing with herbs and will place them on project website. Publications providing information on medicinal herbs and a map showing the occurrence of medicinal herbs will be created. During the implementation of the project, 15 workshops will be held to involve herbal industry actors in the project, educate them and improve their position on the labor market. The workshops will be lectured by leading experts in the herbal industry.

In addition, two information points will be created within the project providing information on the herb industry and its actors, the possibilities of cooperation in the targeted cross-border area. Information points will be in Komarno and Velke Kapusany.

The content of this press release does not necessarily represent the official position of the European Union.

For further information please contact:

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