

INVITATION

I would like to kindly invite you to the event organised by Ister - Granum EGTC, which is the final event of our projects funded by the Interreg V-A Slovakia-Hungary Cooperation Programme, listed below:

CCP - *Coordination and Communication (SKHU/1802/3.1/048)*

CB_BRAND - *Cross-border branding (SKHU/1802/3.1/049)*

DELIVERY - *Development of local product marketing infrastructure (SKHU/1802/3.1/036)*

CB_Sales - *Development of local product marketing infrastructure (SKHU/1802/3.1/046)*

Place: Rugby Club Hostel and Sports Centre, 2500 Esztergom, Nagy-Duna sétány 1

Date: 29 April 2023, Saturday 10:30 am

Program

Welcome speeches

- 10:30** **Kiss-Parciu Péter**
Ministry of Foreign Affairs and Trade
Deputy State Secretary for Regional and Border Economic Development
- 10:40** **Szabó Eugen**
Co-President of the Ister-Granum EGTC, Mayor of the City of Štúrovo
- 10:50** **Steindl Balázs**
Deputy Mayor of Esztergom
- 11:00** **Veres Csilla / Holop Szilveszter**
Representative of the Joint Secretariat of the Interreg V-A Slovakia-Hungary Cooperation Programme

Introduction of projects

- 11:10** **CCP – Coordination and Communication (SKHU/1802/3.1/048)**
CB_BRAND – Cross-border Brand Building (SKHU/1802/3.1/049)
Péter Nagy
Ister – Granum EGTC, Director



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- 11:20 DELIVERY - Development of local product marketing infrastructure (SKHU/1802/3.1/036)**
Ferenc Rományik President, Börzsöny-Duna-Ipoly Rural Development Association
Árpád Németh Managing Director, Natur Products Németh s.r.o., Ipeľský Sokolec
- 11:30 CB_Sales – Improving the marketing infrastructure for local products (SKHU/1802/3.1/046)**
Eugen Szabó Mayor, Municipality of Štúrovo
Zoltán Horváth, President, Esztergom Environmental Culture Association

Ister – Granum Trademark granting

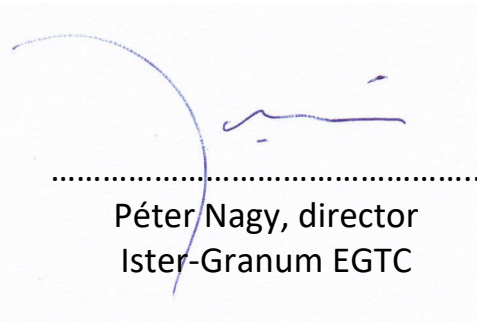
- 11:40** The Ister - Granum EGTC has developed a cross-border trademark scheme, which aims to promote and promote the high quality of local products to consumers through a certification scheme. The long-term objective is to strengthen the regional identity, increase the competitiveness of the region, develop cooperation networks and strengthen the links between producers, service providers and consumers on both sides of the border. In the first round, 40 producers and service providers - already certified - will be able to join the trademark scheme.

Lunch

Local farmers' street, and visit the „Then and Now” vehicle expo

Esztergom, 11 April 2023.

Kind regards:



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Péter Nagy, director
Ister-Granum EGTC

The project is co-financed by the European Union and the European Regional Development Fund.

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Please send us an e-mail to egtc@istergranum.eu or call +36/30/860-73-08 by 26 April 2022 at the latest!

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