

CAPACITY BUILDING WORKSHOP

“Capacity building for improvement of rural tourism services and products and networking among the tourism stakeholders in the cross-border region Sharra”

in Mavrovo, Macedonia - Hotel Alpina

23 - 25.11.2017

A joint capacity building activity financed through:

“Rural development through integrated forest and water resources management in Southeast Europe: Rural perspectives: qualification, reintegration and (self) employment”

TCP Facility “Implementation of short value chain development in cross-border areas in the Western Balkan region”

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Agenda for the capacity building workshop

“Capacity building for improvement of rural tourism services and products and networking among the tourism stakeholders in the cross-border region Sharra”

Day 1 – 23.11.2017 (Thursday)

Starting time	Ending time	Speaker/ Facilitator	Title	Note
	13:00		Arrival of participants	
13:00	14:00		Lunch	
14:00	14:15	<i>Damjan Surlevski</i> <i>Bojana Jovanovska</i>	Opening of the Workshop Short presentation of the participants	<i>Plenary session</i>
14:15	14:35	<i>Kaj Mortensen</i> <i>Damjan Surlevski</i>	- Introduction to the workshop agenda and objectives - SWG ABD activities for introduction of the value chain concept in cross-border context	<i>Plenary session</i>
14:35	16:15	<i>Representatives from the group</i> <i>Vlado Srbinovski</i>	Overview of the current situation in the tourism value chain - Input by participants <ul style="list-style-type: none"> • Presentation of the business case • Opportunities and challenges 	
16:15	16:45		Coffee break	
16:30	17:00	<i>Anne-Mette Hjalager</i>	Developing business strategies and partnerships/networks in cluster organisations around the tourism value chain. <ul style="list-style-type: none"> • <i>A joint business strategy?</i> • <i>A (food) and tourism cluster for the area?</i> 	<i>Plenary session</i> <i>Presentation and discussions</i>
17:00	17:45	<i>Anne-Mette Hjalager</i> <i>Kaj Mortensen</i>	Defining the main elements of a joint business strategy for the cluster/value chain	<i>Plenary or sectoral working groups</i>
17.45	18:30	<i>Anne-Mette Hjalager</i> <i>Kaj Mortensen</i>	Defining a cross-border tourism cluster concept in the Sharra region <ul style="list-style-type: none"> • Activities, roles and responsibilities • Adaptation to the emerging need 	<i>Plenary or sectoral working groups</i>
19:00	20:00		<i>Dinner</i>	

Day 2 – 24.11.2017 (Friday)

Starting time	Ending time	Moderator/ Speaker/ Facilitator	Title	Note
09:00	10:00	Anne-Mette Hjalager	Organization of a cluster - Roles and responsibilities – preconditions for successful establishment and functioning of a cross-border cluster (management, code of conduct, etc)	Plenary session
10:00	11:15		Identifying specific joint activities under the partnership/cluster umbrella – input from participants	Plenary or sectoral working groups
11:15	11:45		Coffee break	
11:45	13:00	Anne-Mette Hjalager	Shaping the cluster organization <ul style="list-style-type: none"> • Steps in setting up the organization • Function of the secretariat • Planning of first activities 	Plenary session
13:00	14:30		Lunch	
14:30	16:00	Anne-Mette Hjalager	Drafting business strategy based on main elements defined by the group around tourism value chain in the Sharra region	Plenary or sectoral working groups
16:00	16:30		Coffee break	
16:30	18:00		Continuation of work	Plenary or sectoral working groups
19:30			Dinner	

Day 3 – 25.11.2017 (Saturday)

Starting time	Ending time	Moderator/ Speaker/ Facilitator	Title	Note
09:30	11:00		Wrap-up discussions on the joint business strategy and the setting up of the cluster initiative	Plenary session Presentation and discussions
11:00	11:30	Damjan Surlevski	Presentation and discussion of future actions and possibilities for support	
11:30	12:00		Coffee break	
12:00	13:00		Conclusions and discussion about future steps	Plenary session
13:00	14:30		Lunch and departure of participants	