



Cross-border region "Drina - Tara"

"Regional cooperation and networking in the field of agriculture, rural and economic development of cross-border areas"

Minutes from the 19th Stakeholders group Meeting for "Drina-Tara" cross-border region





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Cross-border region "Drina-Tara"

14 November 2018

Assembly hall of the Municipality of Visegrad, Visegrad, Republic of Srpska, B&H

I. List of participants

The Nineteen Stakeholder Group Meeting for the cross-border region "Drina-Tara" was attended by 57 participants, Mayor of the Municipality of Visegrad, Deputy Mayor, interested stakeholders from "Drina-Tara" region, media representatives and SWG project team.

Annex1: List of participants

Annex 2: Presentation

II. Programme

November 14th, 2018 (Wednesday)

Assembly Hall, Municipality of Visegrad

09:30 – 10:00 **Arrival of the participants and welcome gathering**

10:00 – 10:15 **Welcome speech**

Mayor of the Municipality of Visegrad, Mr. Mladen Djurevic

SWG representative, Mr. Predrag Markovic, Field officer

SWG representative, Ms. Danica Nesevic, Regional Coordinator for the cross-border region "Drina-Tara"

10:15 – 10:40 **Experiences from the implementation of the activities relevant to Area Based Development Approach in 7 cross - border regions within the EU funded project: "Regional cooperation and networking in the field of agriculture, rural and economic development of cross-border areas"**

Predrag Markovic, SWG Field officer

Danica Nesevic, SWG Regional Coordinator for the cross-border region "Drina-Tara"

10:40 – 11:30 **Overview of the supported People to People events and Capacity Building Activities related to implementation of Area Based Development Approach in "Drina-Tara" Cross-Border region, within the EU funded project "Regional cooperation and networking in the field of agriculture, rural and economic development of cross-border areas"**

- **P2P events**

- **Capacity building activity:**

- o "Development of value chains in tourism and agri-business sector – instrument for strengthening competitiveness of cross-border regions and entrance of small entrepreneurs of local products at the regional markets"

- **Study tour:**



- Study tour of good examples of apple production in the cross-border region "Prespa"
- Good practice examples of diversification of rural economy from the cross-border region "Drina-Tara"

Danica Nesevic, SWG Regional Coordinator for the cross-border region "Drina-Tara"

11:30 – 12:40 Diversification of economic activities in the rural cross-border areas through short value chains

Mr. Predrag Markovic, Field officer

12:40 – 13:10 Discussion and conclusions of the meeting

13:10 - 13:45 Visit to administrative building of the Municipality of Visegrad in Andricgrad

13:45 – 14:30 Cocktail in the premises of the Touristic Info Centre Visegrad

Minutes from the meeting:

The XIX Stakeholders' Group Meeting aimed at presentation of experiences from the implementation of the activities related to Area Based Development Approach (ABD) in 7 cross - border regions with focus on the cross-border region "Drina-Tara" within the EU funded project: "Regional cooperation and networking in the field of agriculture, rural and economic development of cross-border areas".

The main objectives of the Nineteen Stakeholders Group Meeting held on 14 November in Assembly Hall of the Municipality of Visegrad was to present results and activities in the scope of SWG EU project "Regional cooperation and networking in the field of agriculture, rural and economic development of cross-border areas" as well as to provide inputs for diversification of economic activities in rural cross-border regions through establishment of small value chains.

Official opening of the event

Participants of the meeting were greeted by the Mayor of the Municipality of Visegrad, Mr. Mladen Djurevic, who expressed his willingness for continuation of our cooperation in the future. He stressed that the Municipality of Visegrad is led by a young team which represents good team of associates that will enable the Municipality of Visegrad to move forward. Municipality of Visegrad attracts many tourists by its natural potentials such as the Drina river and Rzav river, Bridge over Drina, Andricgrad and other attracters. Implementation of three projects is ongoing activity: opening of Agricultural Pharmacy, opening of a milk purchase station and Visegrad House which will provide the opportunity for promotion and sale of domestic products. Mayor emphasized that in the future integration of agriculture and tourism will provide greater opportunities and prospects for development.

In front of the SWG RRD, participants were greeted by Mrs. Danica Nesevic, regional coordinator for the cross-border region of "Drina-Tara", who thanked all participants for patience, effort, enthusiasm and invested time in the previous period in order to successfully implement project activities. "We have the opportunity to meet for the 19th time and to present the completion of the 5th phase of the ABD project- area based development approach which involves representatives



of the civil, public and private sectors. We hope that we will continue to develop our partnership and improve our cooperation in the future with the aim to strengthen cross-border cooperation, networking, capacity building, regional competitiveness, strengthening entrepreneurship, through support of the development of rural areas of our local communities in the cross-border area".

In the past few years, the Municipality of Visegrad has invested significant funds in improving the promotion of the municipality, improving tourist infrastructure, and development of agriculture. The representative office of the Tourism Organization of Visegrad and the Tourist Info Centre is opened, the Agricultural Cooperative was established in 2017. Opening of the Visegrad House and promotion of traditional products is planned during this year. The Strategy for Sustainable Development of the Municipality of Visegrad for the period 2018-2027 is in the process of adoption where tourism and agriculture are recognized as main development priorities of the Municipality of Visegrad.

1. Experiences from the implementation of the activities relevant to Area Based Development Approach in 7 cross - border regions within the EU funded project: "Regional cooperation and networking in the field of agriculture, rural and economic development of cross-border areas"

Predrag Markovic, SWG representative emphasized that SWG RRD as an international organization gather representatives of the Ministries responsible for agriculture from the Western Balkans countries/territory.

Preparation of projects, networking and educational component are very important. The procedures are strict and defined by the European Union. More experiences are gained through the organization of stakeholder group meetings. Greater interest is present in the regions where more activities are supported. The results are different depending on the region, as well as stakeholders' expectations. Study visits organized throughout SWG cross-border regions are organized to exchange ideas, to expand capacities, to see what we know and what experiences are needed.

2. Overview of the supported People to People events and Capacity Building Activities related to implementation of Area Based Development Approach in "Drina-Tara" Cross-Border region, within the EU funded project "Regional cooperation and networking in the field of agriculture, rural and economic development of cross-border areas"

This year, the main activities within the SWG EU project were focused on supporting regional events, capacity building and promotion of the cross-border regions. In the cross-border region of "Drina-Tara" a total of 9 events were supported, with direct financial support from the project in the amount of EUR 17,000.00. At the regional manifestations, a total of 4775 participants participated, of which 1847 women and recorded around 115 480 visitors. Direct revenues for participants were realized in estimated EUR 72,600.00 while the direct revenues to the local / regional economy are estimated of up to EUR 473,060.00.

Through the project, the Workshop "Development of value chains in the tourism and agribusiness sector - an instrument for strengthening the competitiveness of the cross-border regions and entry of small producers of local products on the regional market" was conducted in the period 16-18



April 2018 in Zlatibor. Two value chains in the tourism and agribusiness sector were mapped, and organized B2B meetings with the management of the Hotel "Mona" Zlatibor where was presented concept of "Mountain breakfast" as one of the good examples of the value chain.

Within the project were organized 2 study tours:

- Study tour of good examples of apple production in the cross-border region "Presa" for representatives of Association „Days of apple“ from Gorazde, 24-28 September, 2018
- Study tour on good examples of diversification of rural economy from the cross-border region "Drina-Tara", 02-04 October 2018

In the scope of the CEI funded project: "Exchange of good practices in the meat processing sector in Western Balkans and a mini fair of traditional meat products from the Western Balkan countries/territories (EXQUISITE)" was organized Mini fair of traditional meat products and exchange of good practices in meat processing sector in Western Balkan countries/territories in the scope of Agricultural Policy Forum (APF 2018) in a period 16-18 October, 2018 in Jahorina, B&H. At this side event participated dry meet producers from Western Balkan countries/territories and eminent experts.

Implemented activities in the cross-border region supported by other donors:

Nine events were supported, with directly support of EUR 19,000.00. The events were attended by 1980 participants of which 621 women and recorded around 17610 visitors. Estimation of direct revenues for participants in the amount of up to EUR 21,040.00 while estimation of direct revenues to the local / regional economy is up to EUR 64,500.00.

Six stakeholders were supported for participation and presentation of traditional products at the 85th International Fair of agriculture in Novi Sad, 21-25 May 2018.

Two workshops were organized:

- On line marketing in tourism-Promotion and selling of tourism and agricultural products via internet" for participants from the cross-border regions of "Drina-Tara" and "Drina-Sava", Jahorina Mountain, 4-6 June, 2018
- Project cycle management, Bijeljina, 3-5 July 2018.

3. Diversification of economic activities in the rural cross-border areas through short value chains

Mapping of the value chains in tourism is a process that began in April 2018, where the assessment of the potentials for diversification of economic activities in rural cross-border areas was made through the development of small value chains. The framework for creation of program is related to employment indicators and the creation of additional revenue.

The cross-border region of "Drina-Tara" has the potentials for development. In this region, based on the performed analyses, a very complex situation was identified, which in one hand represents a challenge for the continuation of the activities. In the coming period it is necessary to develop values chains in tourism as opportunities for creating added value through different activities. The idea is not to develop primary production, but to improve processing and placing products on the market. The processing of agricultural products can be dispensed only in the case of added value to the products. Stakeholder group shares the opinion that further project support is needed in education, strengthening of the capacities and promotion of the region, as well as other activities which can create added value of agricultural products and further development of tourism.



Main conclusions from the meeting:

Stakeholders group from the cross-border region of "Drina-Tara" supports further work on the identified value chains and integration of tourism and the creation of added value for agricultural products. Participants stressed out that there are opportunities, but that chances are not sufficiently recognized, and accordingly the following actions are proposed:

- Creation of joint offer of the region (due to lack of initiatives, experiences, knowledge and money);
- Connecting more cross-border regions;
- Development of joint programs for the development of rural areas by Tourism Organizations, Travel Agencies and rural household;
- Development of agritourism;
- Promotion through the engagement of marketing experts;
- To help users who have already entered the field of rural development;
- Education of rural households and tour operators which includes activities for improving communication with tourists;
- Creation of a cross-section approach of potentials through mapping the problems of rural households;
- Assistance in expanding rural production through the procurement of equipment;
- To give focus on children and young people as vulnerable groups.

Prepared by:
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