

Project Partners:

- Greek-Italian Chamber of Commerce of Thessaloniki
- Ministry of Interior (Sector Macedonia and Thrace)
- International Hellenic University / Department of Organizational Management, Marketing and Tourism
 - Municipality of Rosoman
 - Tikves wine route foundation



CAMERA DI COMMERCIO ΕΛΛΗΝΟ - ΙΤΑΛΙΚΟ
ITALO-ELLENICA DI SALONICCO ΕΤΗΜΕΑΝΘΡΩΠΩ ΒΕΣΣΑΛΟΝΙΚΗΣ



MINISTRY OF INTERIOR
(SECTOR MACEDONIA AND THRACE)



INTERNATIONAL
HELLENIC
UNIVERSITY



TERRA VINO is implemented under
the "Interreg IPA Cross Border Cooperation Programme CCI 2014 TC 16 I5CB 009"
and is funded by the European Union (85%) and national funds (15%).



Total Budget: 509.855,00€

ORGANIZER OF THE EVENT:



MINISTRY OF INTERIOR
(SECTOR MACEDONIA AND THRACE)

www.terravino.eu

Interreg - IPA CBC 
  CCI 2014 TC 16 I5CB 009
TERRA VINO

vivavino 
Regional Unit of Serres
24th JULY 2020

From wine production
to oenotourism
experience...



INVITATION - AGENDA

INVITATION

The Ministry of Interior,
(Sector Macedonia and Thrace)
invites you to the 3rd Oenotourism
event – part of TERRA VINO project
which is implemented within the
Cross-border Cooperation Program
“INTERREG IPA Cross Border
Cooperation Programme CCI 2014 TC 16 I5CB 009”.

The event «Viva Vino Regional Unit of Serres»
will take place on **24th July 2020** at **10:30 am**
at Elpida Resort & Spa.

We look forward to your presence.



AGENDA

- 10:30 - 11:00** Registrations
- 11:00 - 11:15** Welcome Speeches
- 11:15 - 11:30** The experience of oenotourism.
Presentation of TerraVino project
Anastasios Zafeiridis – Project Manager, representative of
the Ministry of Interior – Sector of Macedonia & Thrace
- 11:30 - 11:45** Oenotourism as a driver for the development of the local
economy.
Marco De Ila Puppa, Secretary General – Greek-Italian
Chamber of Thessaloniki
- 11:45 - 12:00** The development of competitive advantage
in the cross-border regions. The case of cross-border
partnership TERRA VINO
Spyros Avdimiotis, Professor – International University
of Greece
- 12:00 - 12:15** Winery open for visitors. Wine & tourism.
Evaggelia Melidou, winemaker.
- 12:15 - 12:30** Combining oenotourism with thermal bath spa tourism.
Dimitris Kapoukranidis, Director of Sidirokastro
Thermal Bath Spa
- 12:30 - 14:15** Introduction to the process of Food and Wine-Pairing
Giorgos Palisidis, Chef
- 14:30 - 15:00** Food & Wine-Pairing – **Giorgos Palisidis**,
Gastronomy Professor – Chef
- 15:20** Visit to the local winery «Melidou»

* During the event, local food products will be served

** You should take care of your transfer to the local winery individually

FREE ENTRANCE