

## INVITATION

The **Business & Exhibition Researches and Development Institute** invites all interested parties to the **Final Conference of ALTERTRIP: Alternative Touristic Experience project**, on **Tuesday 20<sup>th</sup> June 2023, 10.30 a.m. in Ioannis Vellidis Congress Centre, Room 6-OLYMPIAS, in Thessaloniki International Exhibition and Congress Center**. ALTERTRIP is co-funded by the European Union and by National resources of the participating countries within the Interreg IPA CBC program “Greece-Republic of North Macedonia” 2014-2020.

The main goal of ALTER TRIP project is to motivate the transformation of a territory into an accessible and inclusive tourist destination while supporting the sustainable development of heritage tourism in the CB area. The main benefit resulting from the project implementation is the improvement of the attractiveness of the CB area by creating a diversified all- season product focusing on the comparative advantages of rural areas in attracting persons with disabilities and persons with reduced mobility, in general, and their families.

Furthermore, project implementation will facilitate the partnership to address the competence gap on accessible tourism among SMEs operating within the tourism sector by offering a comprehensive training in the fields of accessible tourism, innovation and sustainable development of natural and cultural heritage areas. ALTERTRIP aims at supporting entrepreneurship and developing skills, which in coordination with the public sector can result in increased benefits for everyone involved, thus providing added value to the area.

Please express your interest in participation at the ALTERTRIP Final Conference by contacting Ms. Marita Papagianni at +30 6945 25 7171.

Due to limited places available for participants, priority rules may apply.



**HELLENIC REPUBLIC**  
Ministry of Interior  
(Sector Macedonia Thrace)




## ALTERTRIP: Alternative Touristic Experience

### Final Conference

*Ioannis Vellidis Congress Centre, Room 6- OLYMPIAS*

*Thessaloniki International Exhibition and Congress Center*

 **Tuesday, 20<sup>th</sup> June 2023**

10.30-11.00	<b>Registrations - Networking - Welcome coffee</b>
11:00-11.15	<b>Greeting by Business &amp; Exhibition Research and Development Institute (Lead Beneficiary)</b>
11.15-11.30	<b>The ALTERTRIP project: Implemented activities by the Business &amp; Exhibition Research and Development Institute</b> <i>Marita Papagianni, Business &amp; Exhibition Research and Development Institute</i>
11.30-11.45	<b>The ALTERTRIP project: Implemented activities by the Ministry of Interior, Sector Macedonia &amp; Thrace</b> <i>Dr. Ioannis Kotziampasis, Head of the Department of Co-funded Programs and Regional Development</i>
11.45-12.00	<b>The ALTERTRIP project: Implemented activities by the Association of persons with physical disabilities of Bitola, Demir Hisar and Resen - MOBILNOST Bitola</b> <i>Ivona Jankova, Project Manager MOBILNOST Bitola</i>
12.00-12.15	<b>ALTERTRIP Pilot Application developed by the Greek Cross Border side</b> <i>Business &amp; Exhibition Research and Development Institute</i>
12.15-12.45	<b>ALTERTRIP Web Portal and e-platform development</b> <i>Ministry of Interior, Sector Macedonia &amp; Thrace</i>
12.45-13.00	<b>The selected Pilot Service by the Republic of North Macedonia Cross Border side</b> <i>Association of persons with physical disabilities of Bitola, Demir Hisar and Resen - MOBILNOST Bitola</i>
13.00-13.30	<b>Questions- Discussion</b>
13.30	<b>Light Lunch</b>



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