

## Partners of the Project



**LB (PP1) Institute of Applied Biosciences /  
Centre for Research and Technology  
Hellas - Greece**



**PP2 Faculty of Agricultural Sciences and Food /  
University Ss. Cyril and Methodius -  
Republic of North Macedonia**



**PP3 Department of Balkan, Slavic and  
Oriental Studies /  
University of Macedonia - Greece**



**PP4 National Extension Agency -  
Republic of North Macedonia**

The views expressed in this publication do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority

## Map of the Cross Border Area: Greece - Republic of North Macedonia



## Let's Connect

Website

<http://www.ipa-cbc-programme.eu/>

Facebook

Renaissance-Interreg-IPA CBC

(<https://www.facebook.com/profile.php?id=100087429780709>)

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The project is co-funded by the European Union and by National Funds of the Participating countries participating in the Interreg IPA Cross-border Cooperation Programme Greece-Republic of North Macedonia 2014-2020



**Agribusiness Innovation:  
A pathway to sustainable economic  
development**

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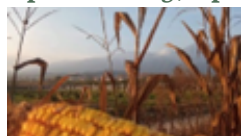


## Brief description of the project

The overall objective of the project is to create employment opportunities for educated graduates by promoting both entrepreneurship and innovation in the agro-food sector, taking into consideration that the CB (Cross border) area possesses competitive advantages in the primary sector. The main beneficiaries being at the same time the main implementation instrument are the unemployed graduates in the CB area (with a special emphasis to unemployed women and possible people with disabilities), who by being trained in further building their entrepreneurial skills and in turn to apply this in the primary sector consequently generated business and investment hence employment and income opportunities. The project will link Universities and research centers, with business associations and industrial partners.

## Objectives of the project and expected results

The collaboration of the partners will create a well-structured outcome in educating graduates and young farmers through best practices, training and mentoring material and schemes for assisting innovation, startup development and business project design and implementation with special reference to the whole agricultural production value chain, starting from the primary production, buy-out and processing, up to retail and wholesale.

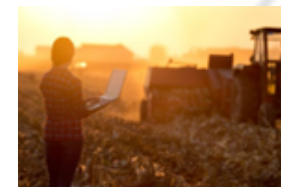


## Σύντομη παρουσίαση του έργου

Ο γενικός στόχος του έργου είναι η δημιουργία ευκαιριών απασχόλησης για μορφωμένους πτυχιούχους προωθώντας τόσο την επιχειρηματικότητα όσο και την καινοτομία στον αγροδιατροφικό τομέα, λαμβάνοντας υπόψη ότι η διασυνοριακή περιοχή διαθέτει ανταγωνιστικά πλεονεκτήματα στον πρωτογενή τομέα. Οι κύριοι ωφελούμενοι, που αποτελούν ταυτόχρονα τον κύριο στόχο υλοποίησης του έργου, είναι οι άνεργοι πτυχιούχοι στην διασυνοριακή περιοχή (με ιδιαίτερη έμφαση στις άνεργες γυναίκες πιθανόν και άτομα με ιδιαίτερες ανάγκες). Κατά συνέπεια θα δημιουργηθούν νέες επιχειρηματικές πρωτοβουλίες και επενδύσεις, άρα ευκαιρίες απασχόλησης και εισοδήματος. Το έργο θα συνδέσει Πανεπιστήμια και ερευνητικά κέντρα, με επαγγελματικές ενώσεις και βιομηχανικούς εταίρους.

## Στόχοι του έργου και αναμενόμενα αποτελέσματα

Η συνεργασία των εταίρων θα αποδώσει ένα καλά δομημένο αποτέλεσμα, εκπαιδύοντας αποφοίτους και νέους αγρότες μέσω βέλτιστων πρακτικών, υλικού κατάρτισης, μεθόδους καθοδήγησης και προγραμμάτων για την υποστήριξη της καινοτομίας, της ανάπτυξης νεοφυών επιχειρήσεων και του σχεδιασμού και υλοποίησης επιχειρηματικών έργων, με ειδική αναφορά σε ολόκληρη την αλυσίδα αξίας της γεωργικής παραγωγής, ξεκινώντας από την πρωτογενή παραγωγή, δημιουργία του τελικού προϊόντος, την μεταποίηση έως τις σύγχρονες τεχνικές πωλήσεων.



## Краток опис на проектот

Општата цел на проектот е да се создадат можности за вработување на образовани дипломирани студенти, и тоа преку промовирање на претприемништвото и иновациите во земјоделско-прехранбениот сектор, а земајќи ги предвид конкурентските предности на примарниот сектор во прекуграничната област. Главни корисници на резултатите на проектот, кои истовремено се и главен инструмент за спроведување на проектот, се невработените дипломирани студенти од прекуграничната област (со посебен акцент на невработени жени и лица со попреченост), кои преку континуирани обуки треба да ги изградат своите претприемачки вештини и следствено да го применат своето знаење во примарниот сектор на начин што ќе генерираат бизнис и/или инвестиции, а со тоа и можности за вработување и остварување приходи. Проектот ќе ги поврзе универзитетите и истражувачките центри со деловните асоцијации и индустриските партнери.

## Цели на проектот и очекувани резултати

Соработката на партнерите ќе придонесе кон добро структуриран резултат од едукацијата на дипломирани студенти како и млади земјоделци. Преку примена на добри практики, обуки и менторски пристап се очекува да се развијат иновации, стартапи и дизајнирање и имплементација на деловни проекти, со посебен осврт на целиот вредносен синџир во земјоделското производство, почнувајќи од примарното производство, преку откупот и преработката, па сè до малопродажбата и трговијата на големо.