

Regional restitution workshop on WP4 2nd Steering Committee 9-10 October 2013, Bizerte, Tunisia

Programme

Context

LACTIMED aims to foster the production and distribution of typical and innovative dairy products in the Mediterranean by organising local value chains, supporting producers in their development projects and creating new markets for their products.

The project is implemented under the ENPI CBC MED Programme, and is financed, for an amount of EUR 4.35 million, by the European Union through the European Neighbourhood and Partnership Instrument.

From November 2012 to May 2015, ANIMA and its 11 partners will organise a hundred operations targeting the various stakeholders of the dairy chains of Alexandria (Egypt), the Bekaa (Lebanon), Bizerte (Tunisia), Sicily (Italy) and Thessaly (Greece).

Participants

This 2-day meeting will bring together project partners and associates as well as some Tunisian and international experts, invited to contribute to the synthesis of diagnoses and to the definition of local strategies for promoting typical dairy products.

Meeting objectives

Wednesday 9 October 2013

- Restitution workshop on WP4

The workshop will present and discuss: the results of the 5 local diagnoses; recommendations for the adoption of local strategies for the promotion of typical dairy products; work priorities for the future Mediterranean network of dairy clusters.

Thursday 10 October 2013

- 2nd Steering Committee meeting

The meeting will be the opportunity to discuss and vote on general issues related to project implementation and communication. It will also allow to present and plan WP3, WP5 and WP6.

- 6th Executive Committee meeting

For WP coordinators only (ANIMA, CIHEAM-IAMM, PCB, CCIAZ, GACIC), this meeting will be the opportunity to discuss the progress of the various WPs.

- WP5 preparatory meeting

For coordinators of WP1, 4 and 5 (ANIMA, CIHEAM-IAMM, PCB) and local partners in charge of the creation of dairy clusters (CCIAZ, GAFI, SF, UTH) only, this meeting will allow to plan the launch of WP5 in the different territories.

Wednesday 9 October 2013

Restitution workshop on WP4

- 8:30 – 9:00 Arrival of participants
- 9:00 – 9:10 Opening remarks
- Bizerte Cluster / ANIMA Investment Network*
- 9:10 – 9:25 Presentation of LACTIMED
- ANIMA Investment Network*
- 9:25 – 9:40 Presentation of WP4, field work and diagnoses
- Selma Tozanli and Hamid Bencharif, CIHEAM-IAMM*
- 9:40 – 10:00 Results of the local diagnosis of Bizerte dairy chain (Tunisia)
- Bizerte Cluster*
- 10:00 – 10:20 Discussion
- 10:20 – 10:50 Coffee break
- 10:50 – 11:10 Results of the local diagnosis of Thessaly dairy chain (Greece)
- University of Thessaly*
- 11:10 – 11:30 Discussion
- 11:30 – 11:50 Results of the local diagnosis of Bekaa dairy chain (Lebanon)
- Chamber of Commerce, Industry and Agriculture of Zahle and Bekaa*
- 11:50 – 12:10 Discussion
- 12:10 – 14:00 Lunch at Bizerte Resort Hotel

14:00 – 14:20 Results of the local diagnosis of Sicily dairy chain (Italy)

Slow Food

14:20 – 14:40 Discussion

14:40 -15:00 Results of the local diagnosis of Alexandria dairy chain (Egypt)

General Authority for Investment

15:00 – 15:20 Discussion

15:20 – 15:40 Results of the analysis of the opportunities in the international markets

Selma Tozanli, CIHEAM-IAMM

15:40 – 16:00 Discussion

16:00 – 16:30 Coffee break / Preparation of the synthesis by experts

16:30 – 17:00 Synthesis of the results presented

17:00 – 18:00 Discussion on local actions plans and on the Mediterranean strategy to adopt

For any request, please contact:

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Thursday 10 October 2013

2nd Steering Committee meeting

08:30 – 9:00 Arrival of participants

09:00 – 09:30 Opening remarks

ANIMA Investment Network

- Context and objectives of the 2nd Steering Committee meeting
- Project progress
- Formalisation of electronic voting on the extension of pilot territories

9:30 – 10:00 Administrative and financial procedures

ANIMA Investment Network

- Monitoring and reporting
- Procurement plans
- Questions and remarks

10:00 – 10:30 WP3 Capitalisation of results

CIHEAM-IAMM

- Presentation of WP3 action plan
- Proposal of topics for training seminars
- Discussion and vote

10:30 – 11:00 WP5 Integration of local dairy chains and creation of producers' clusters

Bizerte Cluster / CIHEAM-IAMM

- Presentation of WP5 action plan
- Proposal of topics for training seminars
- Proposal to replace activity 5.7 Agro-industrial audit by a support service for dairy clusters
- Discussion and votes

11:00 – 11:15 Coffee break

11:15 – 11:45 Communication and visibility

ANIMA Investment Network

- New communication tools (templates, protocol for events, social networks)
- Preparation and dissemination of Newsletters

11:45 – 12:15 Web

ANIMA Investment Network

- Information on the web audience
- Website moderation guide
- Web development options: mini-websites in Arabic, Greek and Italian or creation of a tourist mobile application
- Discussion

12:15 – 12:45 WP6 Enhancement of local production and innovation capacities

Chamber of Commerce, Industry and Agriculture of Zahle and Bekaa

- Presentation of WP6 action plan
- Discussion

12:45 – 13:00 Conclusions

ANIMA Investment Network

- Important dates and events
- Questions and remarks
- Closing the meeting

13:00 – 14:30 Lunch at Bizerte Resort Hotel

6th Executive Committee meeting

14:30 – 15:30 WPs progress and planning

Preparatory Meeting of WP5

15:30 – 17:00 Timetable for implementation and distribution of tasks among partners

17:00 – 17:30 Methodological and administrative issues

For any request, please contact:

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