Press release

LACTIMED: first field mission for the promotion
of typical dairy products of Alexandria

Marseille, 7th February 2013 – **From 4 to 7 March 2013, the Alexandria governorate will host the first field mission of the LACTIMED project.** A delegation of experts from the General Authority for Investment (GAFI), the German-Arab Chamber of Commerce (GACIC), the Institute of International Transport and Logistics - Arab Academy for Science Technology and Maritime Transport (IITL-AAST) and the International Centre for Advanced Mediterranean Agronomic Studies - Mediterranean Agronomic Institute of Montpellier (CIHEAM-IAMM), accompanied by ANIMA (project coordinator), will travel across the governorate to meet the local stakeholders of the dairy value chain. The workshops and meetings organised during this week will feed-in the inventory, which will serve as basis for the development of a local strategy for the promotion of typical dairy products of Alexandria in Egypt and abroad.

LACTIMED: a EU-funded project for the promotion of Mediterranean dairy products

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 value chains of Alexandria (Egypt), the Bekaa (Lebanon), Bizerte (Tunisia), Sicily (Italy) and Thessaly (Greece).

100 operations organised around 5 main areas of intervention

- Diagnosis of the dairy value chains and adoption of local strategies for promoting typical dairy products in national and international markets;

- Integration of local dairy value chains and creation of producers' clusters for networking stakeholders, pooling resources and skills, and developing collective ways of access to the markets;

- Enhancement of production and innovation capacities, based on local resources and traditional know-how, by supporting local producers in their development projects;

- Increased visibility and distribution of Mediterranean typical dairy products in local and international markets through the involvement of the media and the retail, tourism and catering sectors;

- Activation of the Mediterranean dairy clusters' network, dissemination of the project results and contribution to the policies in support of the dairy sector.

A local action plan to meet the specific needs of Alexandria

A local action plan will be implemented to meet the specific needs of the dairy sector of Alexandria. Local players will be involved in its development during workshops and meetings. Concrete opportunities for investment and partnership will be highlighted to promote the modernization of production and distribution systems. Organisations supporting the sector and local producers will be trained on effective and sustainable agricultural techniques, flexible and innovative production processes, and the marketing methods. A competition will reward the best projects of typical dairy product development. Finally, business meetings, trade fairs and farmers' markets will help promoting the typical dairy products of the governorate to the media, consumers, as well as to economic and tourism operators from both sides of the Mediterranean. GAFI, GACIC and IITL-AAST will implement these activities in Egypt, in association with other Egyptian, European and Mediterranean actors.

To participate in the mission to be held from 4 to 7 March 2013, please contact GAFI:

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About LACTIMED
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About the ENPI CBC MED programme
The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestinian Authority, Portugal, Spain, Syria, Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French. www.enpicbcmed.eu

About the European Union
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