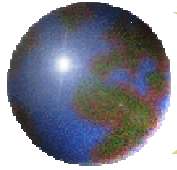


Business Support Programme for Bulgaria, Romania, Croatia and Turkey

Project

GATEWAY TO EUROPE

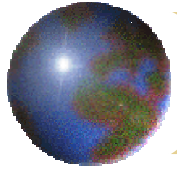
*Performance Improvement Actions
for local BROS and companies to
achieve a successful integration*



Gateway to Europe

The Project Team

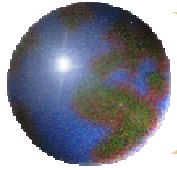
- **Centro Estero per l'Internazionalizzazione – CEIP – Italy (Leader)**
- **Turin Chamber of Commerce – Turin CCIAA – Italy (Partner) *with Liaison Office in Istanbul***
- **Polish Chamber of Commerce – KIG – Poland (partner)**
- **Slovenian Chamber of Commerce – GZS – Slovenia (partner)**
- **Bulgarian Chamber of Commerce and Industry – Bulgarian CCI – Bulgaria (partner)**
- **Bucharest Chamber of Commerce & Industry – Bucharest CCI – Romania (partner)**
- **Association of SMEs – UMIS –SMEA – Croatia (partner)**



Gateway to Europe

Overall Objective

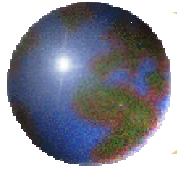
To ensure that the BROs, both Chambers of Commerce and Professional/Sector Organisations in the target countries have the necessary tools, Up-to-date knowledge and Qualified skills to assist their member companies in their adaptation process to be compliant with EU regulations, standards and procedures



Gateway to Europe

Specific objectives

- ✚ To encourage cooperation and better co-ordination between Chambers of Commerce and Professional/Sector Associations in the target countries
- ✚ To upgrade the knowledge of local BROs and local companies as to key subjects related to the implementation of the *acquis* in two key areas : (a) **Environment protection & Sustainable development**; (b) **Product safety** (food and feed safety, consumer protection)
- ✚ Improve the organisational capabilities and skills of local BROs to organize customised training events for local companies
- ✚ Investigate the possibility to set up a customised assistance package addressed to their member companies
- ✚ To raise awareness among BROs' company members as to procedures, implications and advantages of the EU integration
- ✚ To encourage networking and experience sharing



Gateway to Europe

Beneficiaries

Direct Beneficiaries

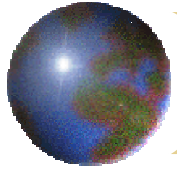
- **Target Group 1:** Representatives of Chambers of Commerce and Professional/Sector organisations in the target countries
- **Target Group 2:** Local companies

Indirect Beneficiaries

- *BROs from Italy, Poland and Slovenia interested in strengthening cooperation and networking with their homologues in the project target countries*

Final Beneficiaries in the long term

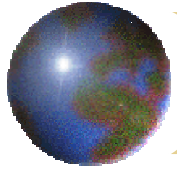
- Companies and users applying to local BROs for assistance and receiving more customized service
- Other EU BROs interested in the project



Gateway to Europe

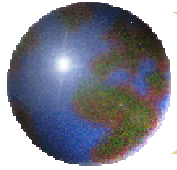
Key Areas

- ✚ **Environment Protection & Sustainable Development**
- ✚ **Product safety including food and feed safety, consumer and health protection**



Methodological Approach

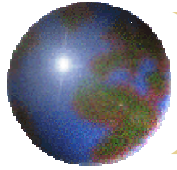
- ✚ **Customized approach:** sector approach focusing on two priority areas and tailor-made actions to meet the specific needs of the target groups
- ✚ **Experience sharing:** practical approach for advisory and training sessions
- ✚ **Networking:** promotion of a better integration and cooperation between Chambers of Commerce and Professional/Sector Organisations at local level; strengthened cooperation with other stakeholders in Europe



Gateway to Europe

Actions

- Coordination and project Management**
- Research and field work**
- Network creation & e-community** (contact database and project website)
- Performance Improvement Package for Local BROs** consisting of
 - *On-site technical assistance sessions in each target country*
 - *Study tour in Italy*
 - *Study Tour in Poland*
- Performance Improvement Package for Local Companies** consisting of
 - *Project work*
 - *Workshop Cycle*
- Visibility Actions**



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Outputs and Expected results

□ Quantitative

- 28 BROs involved in target countries benefiting from customised training
- 4 on-site technical assistance sessions
- 2 study tours with experience sharing sessions (Italy and Poland)
- 12 workshops organized for local companies (3 per each target country)
- 240 local companies involved in the workshop cycles (60 per each country)

□ Qualitative

- *Improved skills of local BROs and companies as to EU alignment implications and advantages*
- *Strengthened co-operation between Chambers of Commerce and Professional/Sector Organisations*
- *Strengthened co-operation and networking with EU institutions*