

**1st Meeting of the “Mediterranean Macro-regional
Network Cluster”
“Developing Mediterranean Quality Agricultural Products”**

Wednesday 1st of February 2012

Co-chaired by IT and GR NRN and EN RD

Venue – *Mediterranean Palace Hotel, Thessaloniki*
(<http://www.mediterranean-palace.gr>)

09.30 Opening of the meeting- Welcome statements

***Brief overview and context information on quality products:
the Greek experience.***

09.45 – 10.00 *“Presentation on the “RURURBAL project”, Prof. Mrs Olga Iakovidou*, (University of Thessaloniki, Department of Agricultural Economics) (http://www.rururbal.eu/welcome/index/l_en)

10.00 – 10.15 *“The importance of local products in a consumer's oriented market”, Prof. Mrs Efi Tsakiridou*, (University of Thessaloniki, Department of Agricultural Economics)

10.15 – 10.30 *“Mediterranean Diet”, Mrs Chryssoula Theodoridou*, (Ministry for Rural Development & Food - Greece)

10.30 – 10.45 *questions and answers*

RURAL DEVELOPMENT PROGRAMMES (RDP): a tool for farm competitiveness and the development of Mediterranean Quality products

A Mediterranean overview

10.45 – 11.15 European Network for Rural Development *“State of play of RDP measures 123, 132 and 133 in the European Union & in the Mediterranean cluster MS”, Mr Alexandros Papakonstantinou EN RD*

Greece

11.15 – 11.45 *“The implementation of rural development measures linked to quality products (Measures 132, 133 and 123A)”*
Mr Athanassios Theodoropoulos, (Ministry for Rural Development &

Food, Implementing Authority for the RDP)

Italy

11.45 – 12.30 “The implementation of rural development measures linked to quality products in the Italian Regions (Measures 132, 133 and 123A)”

Mrs Flaminia Ventura (Region Molise and Italian National Rural Network)

Mr Riccardo Passero (National Rural Network – Italian Ministry of Agriculture)

Spain

12.30 – 13.00 RDP Measures 123, 132, 133 – a Spanish experience

Mrs Lucia Martinez - To be confirmed.

13:00 Lunch

Portugal

14.00 – 14.15 RDP Measures 123, 132, 133 – a Portuguese experience

Mrs Ana Pires Da Silva

Cyprus

14.15 – 14.30 RDP Measures 123, 132, 133 – a Cypriot experience

Mr Phivos Papachristoforou

Malta

14.30 – 14.45 RDP Measures 123, 132, 133 – a Maltese experience

Mrs Carla Maria Ciscaldi

15.00 – 17.00 NRN Debate

Discussion of rural development measures:

Measure 132 – Participation of farmers in quality schemes

Measure 133 – Information and promotion initiatives

Measure 123A – Adding value to agricultural products

Future “common initiatives” of the Mediterranean National Rural Networks