



## BIOTOURISM & MARKETING IN PRESPA

*Municipal Library Prespa, Laimos, Greece, June 27-28, 2013*

### PRESS RELEASE

In the framework of the project **Innovative Practices in Biotourism**, funded by the European Territorial Cooperation Programme “Greece – Albania IPA Cross-Border Programme 2007-2013,” the **Biopolitics International Organisation** (B.I.O.) organized a workshop at the Municipal Library of Prespa, in Northern Greece, on **June 27–28, 2013**. The goal of the workshop, which met with great success, was the transfer of know-how and good practices in the field of tourism marketing to help local communities and individual businesses in the design of a common biotourism product. The workshop venue was kindly provided by the Municipality of Prespa.

The **BIOTOURISM** cross border project is also developing a **bilateral tourism platform with e-services involving Greek and Albanian businesses** in the **Korca and Prespa** cross border region in order to promote the comparative advantages of the area. The coordinator of this cross border project is the **Biopolitics International Organisation** (B.I.O.) and the members of the consortium are: the **Biologists of Albania Organisation** (ALB), **Erymanthos** (GR), the **Cultural Triangle of Prespa –CTP** (GR) and the **Regional Council of Korca** (ALB).

The workshop was delivered by **Mr. Efthimios Bakas**, Senior Executive Officer and Marketing Director. Mr. Bakas is a graduate of the School of Econometrics, Athens University of Economics and Business (AUEB) and holds a Masters Degree in Business Administration (MBA) from Cass Business School of City University, London. He has extensive experience with management responsibilities in multinational and large Greek companies. He also provides consultation and training services at the Hellenic Federation of Enterprises (SEV) and the Hellenic Management Association (HMA), in the fields of international marketing, international entrepreneurship, exports and tourism, and investment promotion. Additionally, Mr. Bakas has governmental experience as General Secretary of Lifelong Learning at the Hellenic Ministry of Education.

The workshop also featured an **open exchange of ideas and proposals** with the audience. Discussions focused on the development of a mechanism for the self-organisation of local communities in order to face the challenges of **unemployment** and the degradation of the **natural and social environment**. In this context, a local cross-border cooperation network for the implementation of common initiatives will be created.

Participants included, among others: representatives of the **Municipality of Prespa**, the **Municipal Enterprise of Prespa**, the **Prespa National Park Management Body**, the **PELECAN Agricultural Cooperative of Prespa Beangrowers**, the **Prespana General Tourism Office**, the **Spirit of Discovery**, **local civil society organizations** and **local businesses**.

