

## **ANNOUNCEMENT**

### **START OF THE PROJECT „VIRTUAL MARITZA MERICH - CUISINE“**

*The project is co-funded by EU through the Interreg-IPA CBC Bulgaria-Turkey Programme 2014-2020*

The start of the project: „Virtual Maritza – Merich Cuisine“, № CB005.1.23.017, funded under the Interreg-IPA CBC Bulgaria-Turkey Programme 2014-2020 and implemented in partnership between RMA „Maritza“ and RPC in Merich region was officially announced during the Initial press conference held in the office of RMA „Maritza“ in Business Incubator, Klokotnitsa on May 29<sup>th</sup>, 2017.

The press conference was attended by representatives of the two partner organizations and media from Haskovo region. Margarita Georgieva, Deputy Mayor of Topolovgrad Municipality, opened the event and presented the guests from Turkey. She presented the objectives and expected outcomes of the project. Special attention was paid to collecting traditional recipes and the intended electronic products for their presentation. Omer Ergin, President of the Chamber of Agriculture in Meric, congratulated the partners for the successful work and wished successful implementation of the project activities.



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„Virtual Maritza – Merich Cuisine“ started in March, 2017. Project duration is 15 months with total budget for both partners 81 267,15 euro and it will contribute to increasing networking between Haskovo & Merich regions for development of sustainable tourism based on traditional cuisine through cross-border initiatives.

The project integrates 7 main activities and standing on the participatory approach it empowers local community at both sides of the border to develop an appreciation & knowledge regarding local issues of importance for tourism development. The project combines a variety of soft actions - surveys, development of ICT tools & smart applications supporting culinary traditions presentation & promotion, online forum, festival & publicity measures.

Expected results on the project are:

- Survey „Traditional recipes of Haskovo region“ and Survey „Traditional recipes of Merich region“;
- Survey "Local places with traditional cuisine in Haskovo region" and Survey "Local places with traditional cuisine in Merich region";
- Map „Local places with traditional cuisine in Haskovo region and Merich region“;
- 10 long and 10 short videos presenting traditional recipes from Haskovo;
- 10 long and 10 short videos presenting traditional recipes from Merich;
- Web platform "Virtual Chef" - joint platform for traditional culinary characteristics of Haskovo and Merich in three languages;
- Smart application for mobile devices: „Haskovo & Merich cooking“ - presents Haskovo & Merich traditional recipes in fast and easy cooking in three languages;
- Haskovo & Merich Cooking Festival;
- Traditional Cuisines Recipe Book "Culinary delights of Haskovo - Merich border region" in Bulgarian and Turkish;
- Information brochures, publications, press conferences, Project meetings.



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