

Common borders. Common solutions.

Kick off Meeting, Xanthi, October 2018

The Xanthi Chamber of Commerce, in the framework of the implementation of the project "TEAWAY - Promoting Tea for the Black Sea Area Engine", which is part of the "Black Sea Basin Program 2014-2020", hosted on October 15 and 16, 2018 in Xanthi, as lead partner, the project's opening workshop.

The Xanthi Chamber of Commerce partners from Greece (Drama), Turkey (Trabzon), Bulgaria (Varna), Georgia (Tbilisi) and Armenia (Yerevan) discussed issues related to the aims and actions of this project and other technical issues related to its implementation.

The project focuses on the agricultural sector of the Black Sea Region, in particular the production and promotion of tea. The main goal of the project is to strengthen and reinforce SMEs of the area by providing expertise, consultation and solutions to their potential problems. This is very important as it gives the necessary motivation to local enterprises in order to achieve and maintain growth and thus preserve the existing population. To succeed in this the project aims to highlight tea as a potential productive sector and to develop a strong brand name that will link the entire Black Sea region.

So far, the project partners have been elaborating various analyses concerning



the relative market opportunities and the availability of various necessities, the organic tea cultivation methods and the political background supporting instruments (Activity T1). Once these deliverables are completed the project will proceed to "Increasing Capacities" (Activity T2) through trainings and digital services in order to achieve the above mentioned goals.

On Monday, October 15, 2018 an event was held - discussion on the following topics:

- The agronomist of TUVUNU SA Mr. Christos Kavounis presented the

company and its products as an example of good application and exploitation of siderite, commonly known as "mountain tea".

- The Phytoplasma biologist, Ms. Stella Zaikou spoke on "Aromatic and medicinal plants in the cosmetics industry - The market situation".
- Phytoplasma geotechnologist Mr. Nerantzis Vangelis analyzed the topic: "The Cannabis Industry"

Each project partner highlighted the importance of tea in the daily lives of residents and discussed the potential exploitation / development of the role of



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tea in local economies through cross-border cooperation. On October 16, 2019, during the 1st Steering Committee Meeting, the partners were able to get to know each other better, to express their expectations for the project and to formulate a detailed plan of action for its implementation. Reflections were raised, common points of interest were formulated and immediate follow-up was planned.

About the project

Duration: 24 months

Total Value: €700.000,00

ENI Contribution: €644.000,00

Record:

Tea is one of the oldest and the second most consumed drink in the world after water. Until the end of the 19th century, the production was concentrated in Asia, however, rising global demand for tea have led other countries to cultivate their own tea. Now, it's produced in 40 countries around the world. Today one of the main growing places is around the Black Sea. Tea arrived in this region through various routes. The Mongols and merchants along the Silk Road were those who introduced tea to the Russians, Turks and Persians, as well as the people of Kyrgyzstan, Turkmenistan and Uzbekistan etc. Around the turn of the 20th century and after numerous attempts, tea began to be grown in the mountains between the Caspian Sea and the Black Sea. The



TEAWAY

Promoting Tea as the Engine of Growth
for the Black Sea Basin Area

climate of the Black Sea coast is suitable for numerous agriculture activities and products. The mild, damp oceanic climate of the Black Sea coast makes commercial farming profitable which is also beneficial for tea plantations. These plantations, scattered on the Black Sea shores, are today an integral part of everyday life.

Project Overall Objective:

TEAWAY project focuses on the very specific element of the Black Sea agriculture which is the cultivation/production and marketing of tea. This means that the overall project objective is to Promote and show the local and regional tea products and their procedures to creating new market opportunities. Agriculture is still a substantial or major component of the Black Sea Basin national economies. This means that this sector represents a significant part of export and employment. The project considers tea as an agricultural product which should be among the main goods traded between

the BSB countries. This means that the project already at the principle level ensures a coherent compliance with the Programme Priority 1.2.

Project Specific Objectives

Support SMEs to enhance their innovative business capacities to develop and achieve growth and engage them to innovation Support the better capturing of the economic growth potential represented by the regional and local manufactured tea Improve the collection, processing and marketing of tea Products

Project Main Result(s):

The project foresees the realization of the following results:

- Enhance the capacities of the SMEs and local/regional producers who manufacturing typical and special tea products
- Increase of the economic growth in the involved areas
- Increase the demand for the Black Sea Tea Production

PARTNERSHIP

LEAD PARTNER



(Greece)



(Bulgaria)



Trabzon Chamber of Commerce
and Industry
(Turkey)



International Centre
for Social Research and Policy Analysis
(Georgia)

Armenian Young Women's Association



(Armenia)



(Greece)

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