Press release

**1st Business Mission on Bruksel**

The 1st business mission: **“IntActPlan: INTegrated ACTion PLAN to strengthening the outward-looking of SMEs in the border region and creating opportunities to penetrate New Markets”**, implemented in the frame of the IPA Cross - Border Programme **«GREECE - ALBANIA 2007 - 2013»**, Measure 1.1. Promote entrepreneurship will take place in Brussels (Belgium), - The 21st edition of the European Seafood Exposition (ESE) and 15th edition of Seafood Processing Europe (SPE) will be held at the BRUSSELS EXPO in Brussels, Belgium from Tuesday 23 to Thursday 25 April 2013. This global annual event attracts over 25,000 seafood buyers and sellers from around the world and hosts the prestigious Seafood Prix d’Elite New Products Competition. **Aquaculture ESE Expo.**

In continuance of our collaboration with overall lead partner during implementing the project, the preliminary decision for the determination of the main sectors to be promoted through the project activities of INTACTPLAN, targeted countries, recorded actions and selected extroverted enterprises in cross-border area, having formed a basic image, the final shape of our actions are as follows:

Sectors: A) Fish

B) Agri-food products (citrus, olives)

Countries Objectives: B2B meetings and exhibitions.

The immediate goal is our participation in the annual exhibition on Aquaculture ESE Expo in Brussels on 23-25 ​​April 2013. The rest of the countries will be finalized in the next period.

Chamber of Commerce & Industry of Vlore, as Albanian lead partners should take part on this business mission with a delegation of 4 persons participation on this mission.

In this business mission will take part the **project’s partners,** Chamber of Thesprotia (Lead Partner), the Chamber of Commerce & Industry of Vlore District.

By this business mission aims to promote, businesses and enterprising fish cultivation of cross border area (Thesprotia & Vlora District) in a wider space, as well as finding new markets.