



**«ACTIONS FOR THE PROMOTION, SUPPORT AND ENHANCEMENT  
OF THE BRAND NAME OF ELIGIBLE PRODUCTS AND / OR  
SERVICES OF GREECE AND CYPRUS IN THE CROSS-BORDER AREA»**

[www.gobrand.gr](http://www.gobrand.gr)

Co-funded by the European Union and by the National Funds of Greece and Cyprus.

# THE PROGRAM

The Interreg V-A "Greece – Cyprus 2014-2020" Cooperation Program (CCI Code 2014TC16RFCB055) was approved by the European Commission on 27.07.2015 with Implementing Decision C (2015) 5319.

In total it has a budget of 64.560.486 € of which 54.876.411 € ERDF.

## The Cooperation Program aims at:

1. Increasing the competitiveness of the eligible area by supporting entrepreneurship and the use of information and communication technologies.
2. Covering energy, climate change and transport, by promoting a low-carbon economy.
3. Disaster prevention, the promotion of natural and cultural heritage and technologies for the protection of natural resources.
4. Financial priorities.

The program focuses on the following three priorities, which respond to the following Specific Goals (SG):

**Priority Axis 1: Enhancing competitiveness and entrepreneurship in the cross-border area**

**Priority Axis 2: Efficient energy use and sustainable transport**

**Priority Axis 3: Preservation and protection of the environment and risk prevention**

**Priority Axis 4: Program Technical Assistance**

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## THE PROJECT "GO BRAND"

The project "Actions for the promotion, support and enhancement of the brand name of eligible products and / or services of Greece and Cyprus in the cross-border area" with acronym Go Brand was approved within the 1st Call for Proposals of the Cooperation Program INTERREG V-A GREECE-CYPRUS 2014-2020, which is funded by the European Regional Development Fund (ERDF).

The main objective of the project is to support the micro, small and medium enterprises related to the tourism sector, local traditional products and restaurants, so that through synergies and actions of networking, promotion and the use of innovation services they:

- a. increase their quantitative and qualitative target markets, as well as their end-users, through specialized / targeted actions to promote and strengthen the brand of eligible products and / or services of each participating region
- b. achieve economies of scale and save human and material resources through networking in clusters or cooperative partnerships
- c. increase their competitiveness by incorporating innovative (technological and non-technological) practices through personalized coaching

Expected outcomes are improved access to target markets (particularly abroad) and the expansion of the customer base of the participating businesses, by using joint promotion techniques, in particular in the tourism and food sector.



### PROJECT DURATION

30 months



### BEGINNING

1 November 2017



### END

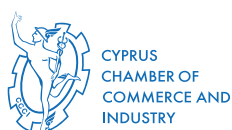
1 May 2020

# IMPLEMENTATION AREA

The eligible areas of the program are Cyprus and the Greek Regions of Crete (Heraklion, Lasithi, Rethymno and Chania), North Aegean (Lesvos, Samos, Chios) and South Aegean (Dodecanese, Cyclades).

The Go Brand project includes partners from Cyprus, Lasithi, Heraklion, Chios, the Cyclades and the Dodecanese.

Project Title	<b>Actions for the promotion, support and enhancement of the brand name of eligible products and / or services of Greece and Cyprus in the cross-border area</b>
Acronym	<b>Go Brand</b>
Axis	<b>1. Strengthening competitiveness and entrepreneurship in the cross-border area</b>
Thematic Objective	<b>3. Improving the competitiveness of small and medium-sized enterprises and the agricultural sector (EAFRD) and the fisheries and aquaculture sector (for the EMFF)</b>
Investment Priority	<b>3d. Support SMEs' ability to grow in regional, national and international markets, and participate in innovation processes</b>
Total Budget	<b>1.046.356,54€</b>
European Regional Development Fund (ERDF)	<b>889.403,06€</b>
<b>Lead Partner</b> Cyprus Chamber of Commerce and Industry - CCCI	<b>Budget: 257.968,24€</b>
<b>Partner 2</b> Lasithi Chamber of Commerce and Industry	<b>Budget: 252.448,30€</b>
<b>Partner 3</b> Association for the Development and Progress of the Dodecanese - DETAP	<b>Budget: 201.540,00€</b>
<b>Partner 4</b> Cyclades Progress & Development Organization - ETAP	<b>Budget: 151.500,00€</b>
<b>Partner 5</b> Chios Chamber of Commerce	<b>Budget: 81.500,00€</b>
<b>Partner 6</b> Foundation for Research and Technology-Hellas - FORTH	<b>Budget: 101.400,00€</b>



**The Cyprus Chamber of Commerce and Industry (CCCI)** established in 1927 and it is a private corporate body functioning under special law and is financially independent, free of any influence by the state. The Chamber is funded by its members' subscription fees and through income generated from a number of services it provides.

The CCCI is the union of Cypriot business people, the interests of whom it promotes by submitting to the government and the Parliament the members' positions on matters in which they are involved, while, through its participation in tripartite bodies and committees, it conveys and promotes the views of the business community. Specifically its main activities to its members comprise:

- Provision of information on the publications of international organizations (UN, ICC, WTO, EUR-OP, e.t.c.) that are available at the chamber
- Commercial Arbitration and Mediation services
- Conducting Studies / Researches
- Representation in international organizations and conferences
- Organising seminars to promote Cyprus abroad
- Broad participation in International and European Programmes
- A number of EU services operate under the Department's auspices including the Business Support Centre Cyprus (Information Services) which is a member of the Enterprise Europe Network, the Sales Office of the Official Publications of the European Communities and others
- Secretariat services to Professional Associations
- Issue of certificates of origin
- Bar Coding services
- Professional Examinations
- Issue of ATA - Carnets

## CLUSTERS

### Authentic Cyprus Traditional Sweets (Spoon sweets & Soutzioukos)

**Spoon sweets are closely related to the culture and gastronomic tradition of Cyprus.** Keeping the fruits /vegetables/ nuts with sugar and processing them into spoon sweets was and still is a great way of using. Because spoon sweets contain no fat and are made of pure materials, they are considered by many as an ideal kind of delicacy. Originally **Spoon sweets are called Glyka tou Koytaiou** due to their small size and the fact that they fit in a spoon. Spoon sweets are usually served to guests, along with a Cyprus coffee and a cold glass of water.



**Soutzioukos** is the most well known of all grape juice products that is produced traditionally, in Cyprus. Soutzioukos is made with almonds or walnuts, shelled and soaked to turn soft, and then sewn onto a cotton thread. The thread is dipped several times in finished palouze (ingredients grape juice and flour), a process that may take several days since each layer has to dry on the string before a new one is put on. Every time it is dipped, a new layer of palouze is added on the previous one until its diameter reaches three to four centimeters. Soutzioukos is then left to dry for 5-6 days, losing much of its moisture, thus increasing its shelf life. To serve, cut in pieces of 2-3 cm thick and enjoy a nutritious, natural sweet snack.



## Authentic Cyprus Carob Products

**Carobs are a product of the Mediterranean countries and carob trees flourish particularly in Cyprus which is known world-wide for the production of best quality carobs and carob products.** Cyprus limestone soils favor the growth of carob products trees and provide for their particularly attractive taste. **Cyprus carobs are particularly rich in natural sugar content more than 50% which explains their high demand in the international market. Carobs were known as “the black gold of Cyprus”.**



Carobs grow wild in most parts of the island. For some rural families, the revenue from carob crops is still important. **One of the main production from the carobs are (teratsomelo), meaning carob syrup** is produced by crushing the dry carob pods and then immersing them in water.

**Carob syrup is linked with health benefits**, which is easy on the digestive system and improves digestion, in digestive system disorders and many more. Also carob seeds are considered to be a natural resource of homogenizer in food processing. **Carob main products** are carob syrup, carob powder, carobolata, carob snak, carob candies, carob drages, carob cream, carob liqueur, grape liqueur, praline with carob, coffee, carob bars, carob biscuits, carob with honey, balsamic with carob etc.

Among the objectives of the **Cyprus Traditional Sweets & Cyprus Carob products Clusters** are the following:

- An accurate estimation of the production and market of these products
- Preserving and enhancing knowledge of these sectors
- Mark them as Cyprus authentic products, classifying them in the Cyprus gastronomical culture
- The familiarization, promotion and establishment of these products in domestic and foreign markets

CYPRUS CHAMBER OF COMMERCE & INDUSTRY

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**Lasithi Chamber of Commerce and Industry** was founded in 1947 based in the capital of Lasithi Prefecture, Aghios Nikolaos. It operates under the Public Law as a Public Entity Body and is managed by a Board of Directors of 21 members, elected every four years.

The role of Lasithi CCI as a development “force” in the region is implemented via focused and targeted actions such as:

- Submission of recommendations to the government in an advisory and consultative character,
- Participation by representatives in several committees and planning bodies’ infrastructure in order to protect the interests of its members.
- Enhancing and implementing extroversion actions and initiatives to support local traditional products
- Organization and implementation of training and educational seminars, workshops and conference targeting local SMEs
- Share holdings to local or regional agencies to support local initiatives

Lasithi Chamber of Commerce and Industry has actively and substantially contributed to the prosperity and development of the region with particular focus on the support and extroversion of commercial and business community enhancing economic growth and serving the general interest of the national economy.

Lasithi CCI has participated in various programs and initiatives of the Structural Funds of the European Union and the National Strategic Reference Framework of Greece such as Interreg II, III, ESPA 2007-2013, European Territorial Cooperation Greece- Cyprus 2007-2013 and 2014-2020.

In addition, it has implemented significant measures under the Greek Operational Program “Information Society”2000-2006 with the functioning e-commerce portal for local SMEs, various measures to promote and support local employment and a significant number of training seminars and development programs targeting at local entrepreneurship and business community.

At the same time, Lasithi CCI participates in the Development Agency of Crete, the Lasithi Development SA, is member of the network of the Greek Insular Chambers of Commerce and Industry and member of the Greek Chambers Transport Association.

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## Lasithi Olive Oil Producers

### OBJECTIVES

“**Lasithi olive oil producers’ Cluster**”, is formed by local businessmen who represent the production, the processing, or/and trade of olive oil in Lasithi Prefecture. In order to achieve its purposes - as mentioned below - the cluster is assisted by Lasithi CCI, research and technology institutes, foundations and centers at a national and international level.

The purpose of the Cluster, which is represented by its members in the production, processing, and trade of olive oil is the development of each activity that will contribute to:

- A more accurate estimation of the production and the market of the sector of olive oil, aiming at its further development
- The preservation and enhancement of knowledge, the organization of the production, the processing and the trade in the sector of olive oil in Crete
- The sensitization of the public opinion and the institutions as well as the reinforcement of the consumption of the products of the sector of olive oil inside and outside Greece
- The elevation of the financial, social, environmental and cultural importance of these products
- The elevation of their contribution to the model of the Cretan Diet
- The promotion, through appropriate cooperation, of their use in Cretan restaurants/taverns and in any type of touristic accommodation that offers catering services to Greek and foreign tourists



## Lasithi Honey Producers

### OBJECTIVES

“**Lasithi honey producers’ Cluster**”, is formed by local businessmen who represent the production, the processing, or/and trade of honey in Lasithi Prefecture. In order to achieve its purposes - as mentioned below - the cluster is assisted by Lasithi Chamber of Commerce and Industry, as well by research and technology institutes centers at a national and international level.

The purpose of the Cluster, which is represented by its members in the production, processing, and trade of honey products, is the development of each activity that will contribute to:

- A more accurate estimation of the production and the market of the sector of honey products aiming at its further development
- The preservation and enhancement of knowledge, the organization of the production, the processing and the trade in the sector of honey products in Crete
- The sensitization of the public opinion and the institutions as well as the reinforcement of the consumption of the products of the sector of honey products inside and outside Greece
- The elevation of the financial, social, environmental and cultural importance of those products
- The elevation of their contribution to the model of the Cretan Diet
- The promotion, through appropriate cooperation, of their use in Cretan restaurants/taverns and in any type of touristic accommodation that offers catering services to Greek and foreign tourists



**The Association for the Development and Progress of the Dodecanese - DETAP** was founded in 2000 as a civil, non-profit company, whose sole founder and partner is the Chamber of Commerce and Industry of Dodecanese, with the purpose of taking on the important task of devising and implementing a development path for its member-businesses as well as for the Prefecture of the Dodecanese islands in general. In more detail, DETAP:

- Supports the operation and the actions of the Chamber of Commerce and Industry of Dodecanese
- Supports the Local Business Development
- Promotes Investments
- Conducts Studies and Researches
- Insists on continuous Professional Development and Knowledge Spill-over

DETAP is the scientific and technical consultant of the Chamber of Commerce and Industry of Dodecanese, supporting its operation and actions. At the same time DETAP plans, manages, and implements programmes and actions aimed at the support of entrepreneurs-members of the Chamber of Commerce and Industry of Dodecanese. In addition, it cooperates and acts as an advisor to local government administration bodies, collective bodies and professional associations for the conduction of development projects.

## CLUSTERS

### Melekouni from Rhodes (PGI)

Melekouni is a traditional sweet, produced on the island of Rhodes. Its shape is rhomboid and its main ingredients are sesame, honey, spices, almonds and optionally zest and/or juice of citrus fruits, which are mixed, boiled and homogenized. Its colour is golden yellow to brown and it has a soft, flexible texture that doesn't break, a chewy non-sticky and compact structure and smells of spices and citrus fruits, which are released in harmony during unpacking and intensively during chewing.



Melekouni is the special treat of the Rhodian marriage since ancient times until nowadays and is traditionally produced in local workshops or houses. The name Melekouni is derived from the Rhodian dialect, since the term "kouni" (from the ancient Greek word kokkos-kounni) is used in the region to yield the seed (in that case the sesame), the minimum seedling of the grain of the plant "sesamon" and the Greek word "meli" (honey). The reputation of "Melekouni" is documented in numerous references since the antiquity.

The bond between the product and the geographical area is based on the reputation of the product. "Melekouni" has a strong tradition and a long-standing reputation that links it to the island. Since the ancient times it has been a traditional local confection offered at weddings, baptisms and other social events. Indicatively, "Melekouni" was called the exchange currency of Rhodes, which allowed members of a network of people from Rhodes to exchange products and services without money.

The most important official recognition of the product took place during a special event in Rhodes (26/9/2010) for the production of the longest Melekouni in the world, which was registered in Guinness World Records as "The longest melekouni, traditional Rhodian dessert..." while later it was certified as a Product of Geographical Indication (PGI) by the European Union. The geographical production area for "Melekouni" is the island of Rhodes, which belongs to the Prefecture of the Dodecanese in the South Aegean Region (Rhodes is the largest island in the Dodecanese with an area of 1.407,9 km<sup>2</sup> and is located about 350 km southeast from Athens).



## Aegean Cuisine Dodecanese

*The AegeanCuisine initiative is a network of businesses-members in the southern Aegean islands, whose aim is to offer visitors the Aegean feeling and experience. The AegeanCuisine initiative was launched with the aim of exploiting the particularly wealthy Aegean oenogastronomy, aimed at promoting local products and wines as well as at promoting thematic tourism to the island. It belongs to the Chambers of Commerce and Industry of Dodecanese and Cyclades and is supported by a number of local stakeholders.*

### Our philosophy

The Aegean islands produce an exceptional variety of products noted for their combination of flavor, quality, and uniqueness. Moreover, the Aegean islands provide excellent conditions for tourism, combining clean sea, sun, long history, tradition and culture.

*The goals of the AegeanCuisine Network are the following:*

- To highlight the Aegean as a region with a deep-rooted oenogastronomic culture.
- To familiarise Greek and foreign consumers with Aegean products.
- To promote and establish Aegean products in the domestic and export markets.
- To promote Aegean products to retail and wholesale networks.

A number of activities are constantly implemented for the search and inclusion of island businesses in the **Aegean Cuisine Network**, which highlight the particularly rich gastronomic tradition of the Aegean Sea, produce and trade typical local products or offer high-quality oenogastronomic products.

### Criteria

Businesses eligible for membership in the *AegeanCuisine* initiative are those in the **Dodecanese and Cyclades Prefectures** which meet **specific criteria** ensuring that the products, goods, and services offered reflect and highlight the **Aegean's special gastronomic identity**. These businesses must also meet specifications as to the quality of their offerings and provide the visitor-consumer with a unique **sensation and experience**. The members of the AegeanCuisine Network represent in the best possible way the gastronomic wealth and the habits of the Dodecanese by combining the high quality local products with the traditional recipes of our islands.

The threshold for the *AegeanCuisine* initiative are dining establishments and any business where the visitor is in direct contact with the flavors, dishes, food products and wines of the Aegean. Priority is given to these businesses in the belief that they act as ambassadors of local gastronomic traditions and purveyors of contemporary adaptations of these culinary traditions and products.

Member-restaurants become ambassadors of the effort to develop the islands of the South Aegean as gastronomic destinations, enriching our vocabulary with new words that stem from this new philosophy; the word "tourist" is replaced by "**visitor**", products are not "sold" and services are not "**offered**" but in both instances we "**grant**" sensations and experiences through Aegean flavors and the deep-rooted sense of hospitality.

*We invite you on a journey in time to live the unique experience of flavours, smells and our culture. While family ties between our islands are strong, each and everyone of them keeps its cultural identity which is reflected in the gastronomic wealth of the Aegean Cuisine. More than 120 certified restaurants in 13 islands of the Dodecanese await you to visit them so that you can go back home home full of Aegean memories.*

[www.aegeancuisine.gr](http://www.aegeancuisine.gr)

[facebook.com/Aegean Cuisine Dodecanese](https://facebook.com/AegeanCuisineDodecanese)

### CONTACT DETAILS

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**ETAP** is a non-for-profit organization, established and totally (100%) owned by the **Chamber of Commerce of Cyclades**, Greece. Cyclades is a geographical area comprising of 24 islands located in the Aegean sea, where more than 18,500 Small and Medium sized Enterprises (SMEs) are activated in various sectors (trading, manufacturing, tourism, services and other businesses). Its main purpose is to undertake action to facilitate local small and medium sized enterprises in increasing their competitiveness and modernize their business methods and techniques. In this context, **ETAP** is designing and implementing projects that strengthen local entrepreneurship and assist the Cyclades Chamber of Commerce and its members to achieve their qualitative and quantitative goals.

**ETAP** is organized into three main departments, i.e. Research, Business Training and Public Relations. ETAP's main characteristics are flexibility and speed in making the right business decisions as well as its commitment in achieving effective and efficient business partnerships, aiming at managing and implementing projects undertaken by the Cyclades Chamber of Commerce (e.g. studies, European funded projects etc.).

**Specifically, its main activities include:**

- Service provision to facilitate local SMEs in their development and progress
- Business organization studies,
- Designing, implementing and managing business training programs,
- Developing Information & Communication Technology infrastructures to be used by local SMEs (videoconferencing, e-learning etc.),
- Preparing dissemination material (printed and electronic) on local business activity,
- Qualitative and quantitative studies,
- Facilitating investors in identifying and undertaking new business activities in the Cyclades' territory,
- Organization of events promoting issues of interest for the local business community.

## CLUSTERS

### Cycladic Wine

**OBJECTIVES**

Cyclades are an insular complex with great winery tradition. The specific climate conditions as well as the soil composition and morphology on each island create a unique ecosystem that favors the cultivation of vines and holds a significant role in the development and the quality of their fruit.

In most Cycladic islands, a diversity of grapes are preserved, which are often grown locally and develop particular characteristics (oenological and winery) that distinguish them from the corresponding varieties grown in the rest of Greece.

Their particular aromatic and savory profile, due to this unique terrain of the Cyclades, rank them among the most exquisite wines in the world.

The objective of the "Cycladic Wine" cluster is to:

- Mark Cyclades as a region with a deeply rooted wine-gastronomical culture.
- The familiarization of Greek and foreign consumers with Cycladic cuisine and local Cycladic wine.
- The promotion and establishment of the Aegean and especially the Cycladic cuisine and the Cycladic wine in both domestic and foreign markets.
- Promotion of Cycladic cuisine and Cycladic wine in retail and wholesale networks.



## Aegean Cuisine Cyclades

### OBJECTIVES

The Aegean Cuisine initiative is a network of member-businesses in the southern Aegean islands, whose aim is to offer visitors the original Aegean experience through the wealth of the local oeno-gastronomy.

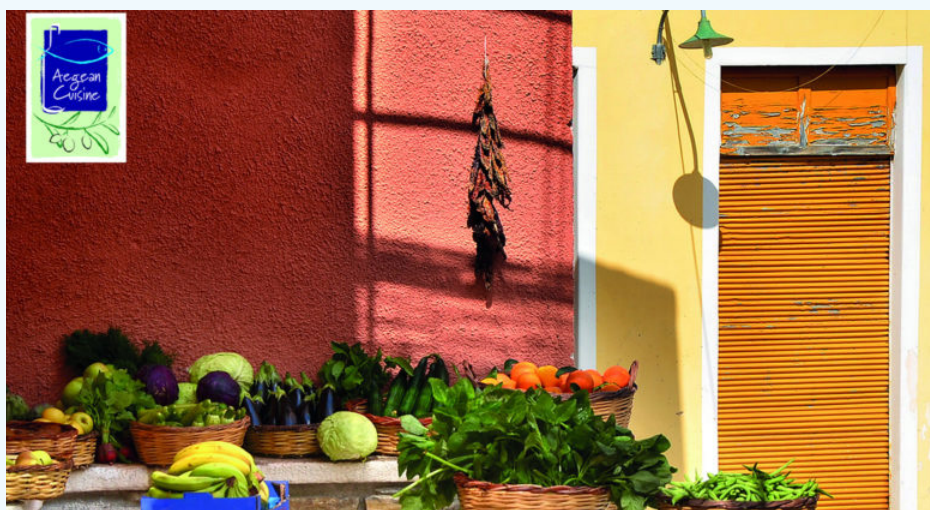
The Cyclades and Dodecanese chambers of commerce, with the support of the South Aegean Region, plan and develop actions that benefit member-businesses and provide high quality services to visitors. Businesses eligible for membership

in the Aegean Cuisine initiative are those which meet specific criteria ensuring that the products and services offered reflect and highlight the Aegean's special gastronomic identity, and also ensuring quality standards. The threshold for the Aegean Cuisine initiative are dining establishments and any business where visitors are in direct contact with the flavors, dishes, food products and wines of the Aegean.

Priority was given to these businesses since they act as ambassadors of local gastronomy and purveyors of contemporary adaptations of these culinary traditions and products. Member-restaurants actively participate in the effort to develop the islands of the southern Aegean as gastronomic destinations, enriching our vocabulary with new words that stem from this new philosophy: the word "tourist" is replaced with "visitor", products are not "sold" and services are not "offered" but in both instances they "provide" or "grant" sensations and experiences through Aegean flavors and the deep-rooted sense of hospitality.

The Cyclades Chamber of Commerce successfully runs the Aegean Cuisine initiative in the area through a variety of projects, events and promotional activities. The main aim is to connect the primary sector with gastronomy and, thus, boost tourism in the area. Right now there are 171 Aegean Cuisine certified restaurants in Cyclades, from 21 islands, each one belonging to one of the following categories in order to facilitate visitors: Restaurant, Traditional Restaurant, Tavern, Fish Tavern, Meze Wine & Spirits and Creative Cuisine. At the same time, the Cyclades Chamber of Commerce has created a register of products from the Cycladic Producers that are awarded as "Aegean Cuisine Recommended".

At present, the register consists of 291 products, 62 producers, covering 24 categories. Aegean Cuisine is an important tool towards the goal of offering visitors high quality and complete gastronomic experiences through which they will get to know and love the products of our islands, they will search for them and will act as ambassadors of the gastronomic wealth of the Aegean.



[www.aegeancuisine.gr](http://www.aegeancuisine.gr)

[facebook.com/Aegean Cuisine Cyclades](https://www.facebook.com/Aegean-Cuisine-Cyclades)

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**Chios Chamber of Commerce** is a compulsory Association of all legal entities (commercial, manufacturing, services companies) based in Chios acting as:

- A Consultant of the Ministry of Development.
- Supervised by the Greek Ministry of Development, Chios Chamber of Commerce possesses a consultative role in a wide range of business related matters.
- A Liaison between central Government and local businesses.
- A Business Information Center providing Business Consulting & Training Services to its members.

## CLUSTERS

### Chios Mastiha Liqueur Producers

#### OBJECTIVES

The cluster comprises of local companies producing Chios Mastiha Liqueur, a natural product made from the extraction and distillation of the unique PDO product Mastiha which is a unique resin harvested from the mastic tree, *Pistacia lentiscus var chia*, a small evergreen shrub that grows on rocky terrain on the southern part of the island.

Chios mastiha has been known, as an effective ingredient in the treatment of stomach pains, gastric disorders, digestive problems, gastralgia and stomach ulcers since ancient times.

Medical recipes from antiquity and the middle ages, written by medical practitioners, physicians and botanists, recommend Chios mastiha as a beneficial aid in treating conditions and disorders of the gastrointestinal system.

According to recent clinical studies, Chios mastiha has proven action against *Helicobacter pylori*, contributes positively to preventing and treating the symptoms of Crohn's disease and constitutes the most natural way to treat peptic disorders.



## Traditional Chios Food Products

### OBJECTIVES

Chios is a blessed island, rich in soil and excellent Mediterranean climate that favors the production of many, different and quality products.

The travelers and the experience of their seafarers facilitated the promotion of Chios products abroad and contributed to the exchange of knowledge and the introduction of new ideas (production, processing, packaging) from all over the world.

In the depths of the centuries, Chios was known for its spoon sweets, gums with mastic or citrus aroma, and its aromatic herbs. Nowadays the excellent flavors have been enriched even more and innovative producers have created new products that are distinguished in Greece and abroad.






Some of them belong to the cluster of businesses that produce traditional foods such as:

- the famous Chios spoon sweets
- local cheese
- local aromatic herbs
- fish
- edible snail products
- sesame seed candies
- caramels with mastic, ouzo, tangerine and other local aromatic herbs
- ice cream
- ALOE VERA juice with lemon and mastic.



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**The Foundation for Research and Technology-Hellas - FORTH** ([www.forth.gr](http://www.forth.gr), established in 1983), is one of the largest research centers in Greece with well-organized facilities and highly qualified personnel. It functions under the supervision of the Hellenic Ministry of Education, Research and Religious Affairs and consists of seven Research Institutes located throughout Greece: Heraklion, Rethymnon, Patras and Ioannina. The Foundation's headquarters are located in Heraklion, Crete.

Over the years, FORTH has become one of the top European research centers, thanks to its high impact research results and its valuable socioeconomic contribution.

FORTH has significant experience in running EU-funded and national projects and it has been involved in the management of many previous EU projects and has a highly developed administrative support system for this purpose. FORTH currently participates in over 200 European projects, and coordinates many of them.

The **Science and Technology Park of Crete (STEP-C)** ([www.stepc.gr](http://www.stepc.gr)) was created in 1993 as an initiative of the Foundation for Research and Technology-Hellas (FORTH), with the financial support of the EU, the National Government and the Region of Crete. Adept to the rapidly evolving needs of the region and the research advancements at FORTH and the local Academic and Research Institutions, STEP-C offers, in addition to incubating facilities and services to start up companies with new and emerging technologies, specialized professional services that are difficult to find under one roof and geared to assisting and guiding companies to:


- Unleash their potential through innovation
- Assess and secure their intellectual capital
- Support better their business interests and needs
- Transfer their technological advancements into the manufacturing of innovative products and services


During its 25 years of operation, STEP-C supported the business development of over 50 companies and developed various projects in order to promote Regional Innovation and entrepreneurial activity in the region.


Currently, STEP-C hosts 27 start-up companies and organizations and offers high quality services to new entrepreneurs.


## CONTACT DETAILS

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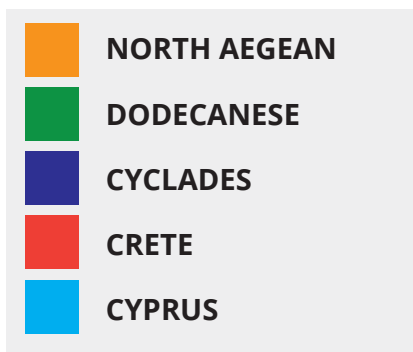
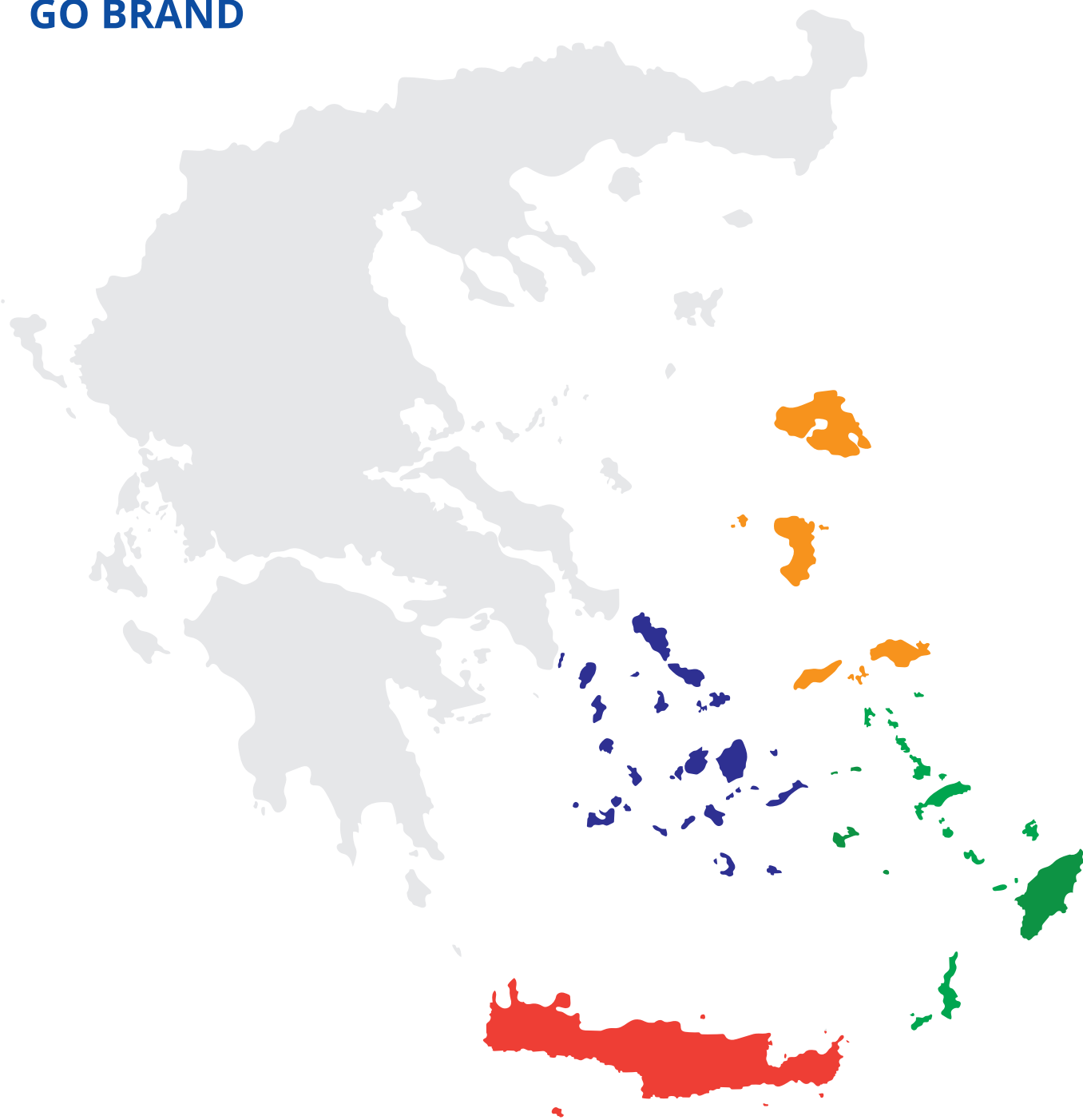
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 @ITE.HELLAS / @STEPCRET

## Implementation Area GO BRAND





**GO BRAND**

**«ACTIONS FOR THE PROMOTION, SUPPORT AND ENHANCEMENT  
OF THE BRAND NAME OF ELIGIBLE PRODUCTS AND / OR SER-  
VICES OF GREECE AND CYPRUS IN THE CROSS-BORDER AREA»**

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