



«Traditional Breakfast of the C/B area: Branding Scheme and Mobile Application for the preservation and promotion of common traditional gastronomy “CBTB”»

Date: *Tuesday* 13/07/2021, 12:00 p.m. (GR TIME)

Online B2B Event

Agenda

12:00-12:15 **Opening & Welcome speech, Presentation of the project “CBTB” B2B**
Representative of LB

12:15-12:30 **From Co-operation to Co-creation: Building shared value in a B2B**
Leonidas Skerletopoulos, Marketing & Behaviour Specialist

12:30-12:40 **Video: Traditional Products of Grevena, Recipes Presentation**

12:40-12:55 **Representative of Project Beneficiary 2 - Corfu**

12:55-13:05 **Video: Traditional Products of Corfu, Recipes Presentation**

13:05 – 13:20 **Representative of Project Beneficiary 3 – Chamber of Vlora**

13:20 – 13:35 **Representative of Project Beneficiary 4 – National Coastal Agency**

13:35 - 14:35 **Open discussion**
Questions & Answers

The Chamber Of Grevena participates in the project «Traditional Breakfast of the C/B area: Branding Scheme and Mobile Application for the preservation and promotion of common traditional gastronomy “CBTB”» with the acronym "CBTB", which is in process of implementation within the framework of the INTERREG IPA CBC Greece - Albania 2014-2020»

