

Project activities

Specified education programmes from the following areas:

- product standardization and internationalization (cross-border cooperation and export)
- marketing and branding
- processing herbal plants
- e-commerce and B2B (business-to-business)
- clusters
- possibility of financing from EU and other funds

- 2 study tours in EU countries
- Possibility of laboratory testing of products
- Networking and export



Lavanda (lat. *Lavandula angustifolia*)

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Croatia - Bosnia and Herzegovina - Montenegro
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PRODUCT DEVELOPMENT AND INTERNATIONALIZATION

STRONGER

 Interreg IPA Stronger Zajedno jači

Project description

Activities of growth, collecting and processing herbs, spices and essential oils in the programme area is exceptionally present, but insufficiently organized and developed. In the region covered by the project, SMEs and individuals are faced with problems such as lack of co-operation through clusters and cooperatives, lack of specific knowledge, appropriate product testing laboratories and central information system.

Individuals and SMEs involved in the collection, processing and placement herbs, spices and essential oils are representing the targeted group of the project.

The total value of the project is 979.309,91 EUR, of which the European Union will co-finance 831.434,09 EUR through the cross-border program Interreg IPA for Croatia, Bosnia and Herzegovina and Montenegro 2014-2020.

The main project objective is to empower business supporting organisations and research institutions to provide support and advisory in the area of product placement, the establishment and promotion of cross-border clusters for harvesters, breeders and planters.

The Programme priority specific objective is to enhance institutional infrastructure and services in order to accelerate the competitiveness and development of business environment in the programme area.

Project duration is 27 months, from the 1. of November 2017. to the 31. of January 2020.

The geographic area of the project covers:

- Eastern Croatia (Brodsko-Posavska County)
- Southern Croatia (Zadar County)
- Central and southern Montenegro
- Northern and Western Bosnia and Herzegovina.



Smilje (lat. Helichrysum italicum)

The project will focus on identifying the problems and needs of beneficiaries on the basis of which they will be provided with an educational program and advisory services and connect them all through an innovative e-platform cluster model to improve product placement. All five partners from the three countries will jointly work on informing the target group of the project as well as on developing, financing and improving their knowledge, skills and product placement.

EXCEPTED RESULTS OF THE PROJECT:

- 1 implemented cross-border innovative, e-platform cluster model that will serve as an example to other individuals and SMEs. 4 BSOs trained, 22 SMEs educate
- Four trained organisations for business support (BSOs)
- At least 22 companies trained (SMEs)
- 2 research and processing units implemented (institute and laboratory).