

CULTURAL EXCHANGES:
THE BUSINESS DIMENSION

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BUSINESS COUNCIL

BLACK SEA ECONOMIC COOPERATION

02/07

Structure of the presentation

- 1. The BSEC BUSINESS COUNCIL**
- 2. Doing business in the Black Sea Region**
- 3. Creating business opportunities in cross-border tourism**
- 4. What next?**

Theme 1

The BSEC BUSINESS COUNCIL

THE BSEC BUSINESS COUNCIL

- Non-Profit International NGO**
- Rotating Chairmanship (Serbia)**
- Secretariat in Istanbul**
- Network: 12 Country Business Councils**

BSEC BUSINESS COUNCIL

Strategic Directions

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Strategic Directions

1. Promoting Regional Development

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Strategic Directions

- 1. Promoting Regional Development**
- 2. Promoting Business Cooperation**

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Strategic Directions

- 1. Promoting Regional Development**
- 2. Promoting Business Cooperation**
- 3. Disseminating Business Information**

BSEC BUSINESS COUNCIL

Your Gateway into the Black Sea

www.bsec-business.org

BSEC BUSINESS COUNCIL

Strategic Directions

- 1. Promoting Regional Development**
- 2. Promoting Business Cooperation**
- 3. Disseminating Business Information**
- 4. Helping SMEs Gain Competitiveness**

BSEC BUSINESS COUNCIL

Announcing the

**1st BSEC BUSINESS FORUM
ON SME COMPETITIVENESS & INNOVATION**

March 22-23, 2007

BELGRADE, SERBIA

BSEC BUSINESS COUNCIL

Strategic Directions

- 1. Promoting Regional Development**
- 2. Promoting Business Cooperation**
- 3. Disseminating Business Information**
- 4. Helping SMEs Gain Competitiveness**
- 5. Improving the Business Climate**

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Strategic Directions

- 1. Promoting Regional Development**
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- 4. Helping SMEs Gain Competitiveness**
- 5. Improving the Business Climate**
- 6. Promoting Foreign Investments**

Theme 2

Doing business

in the Black Sea Region

**Do business
and invest
in the Black Sea Region !**

Why should you invest ?

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- **Great nature, culture: Tourism paradise**







BSEC Region food: Nutrition-health viewpoint

- **Mediterranean "diet"**
- **The Black Sea breeds some of the nutritionally best fish in the world**

Black Sea Fish

Super-rich in Omega-3 fatty acids

Anchovy	Γαύρος	Hamsı
Mackerel	Σκουμβρί	Uskumru
Bonito	Παλαμίδα	Palamut
Blue fish	Γοφάρι	Lüfer
Small blue fish	Σινακόπι	Çinekop
Horse mackerel	Σαφρίδι	İstavrit

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- **Competitive operation costs**

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- **Great nature, culture: Tourism paradise**
- **Science & Technology**
- **Competitive costs**
- **Talented, educated people**

Country + Regional challenges

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- **Inadequate transport infrastructure
(crossing the Black Sea via Moscow!)**

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- **Banks still not friendly to SMEs**
- **Inadequate transport infrastructure**
- **Non-tariff barriers-to-trade**

What must we do ?

**Engage in a continuous, honest dialogue
between Business and Governments**

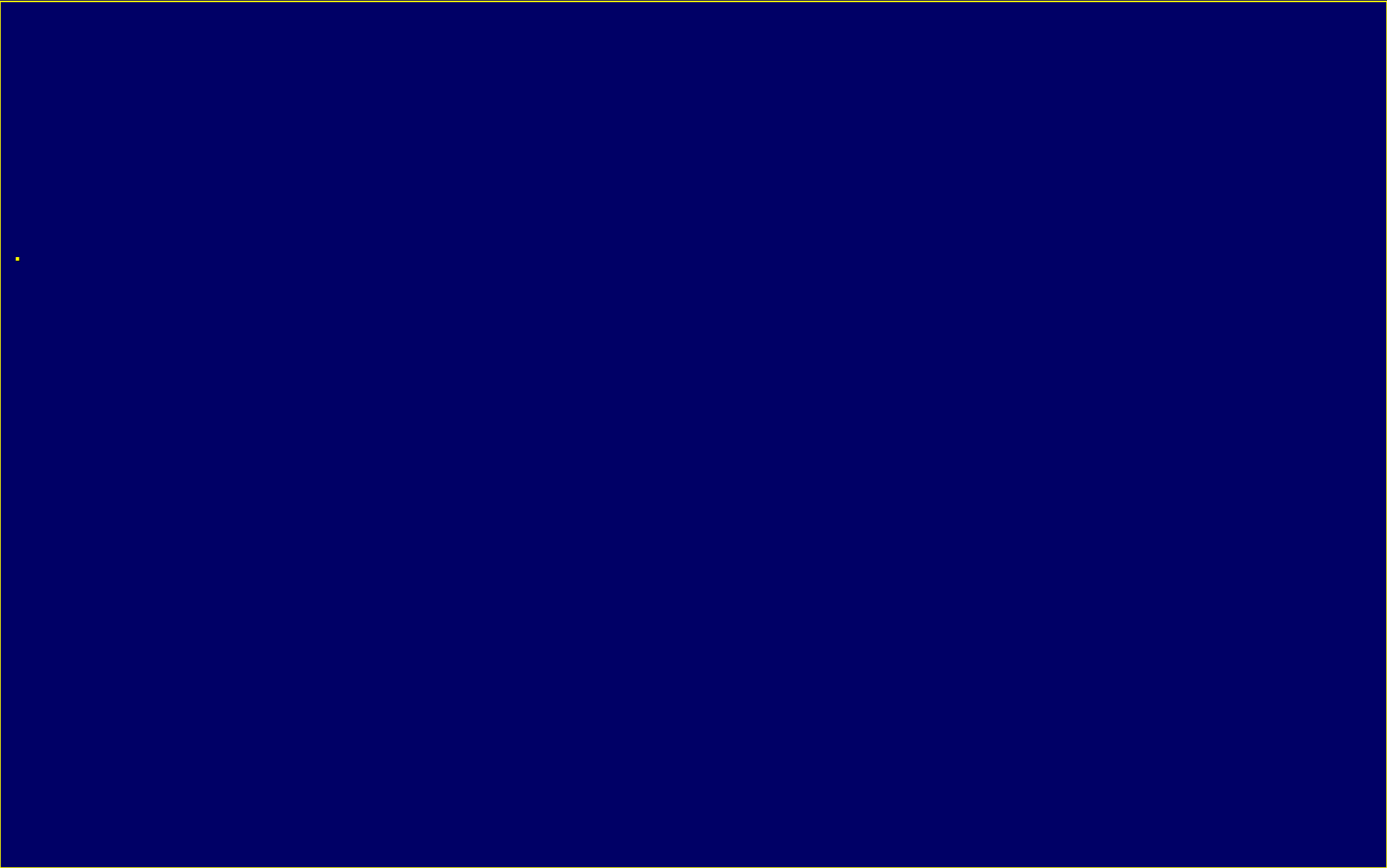
Openly discussing the remaining problems,

Prioritising them,

**Establishing a plan of cooperation (PPP!)
for their systematic elimination**

And monitoring performance

Challenges: The positive side



Challenges: The positive side 1

Business climate

is continuously improving

Challenges: The positive side 2

BSEC moving ahead with

- **Motorways of the Sea**
- **Ring Road**
- **Transport facilitation**
- **Visas for lorry drivers**

Other regional initiatives

- **TRACECA**
- **Revival of Silk Roads**
- **etc**

Theme 3

**Creating business opportunities
in cross-border tourism**

Business opportunities in tourism

Business opportunities in tourism

- **Travel**
- **Accomodation**
- **Food**
- **Publications**
- **Guides**
- **Museums**
- **etc etc etc etc etc etc (be innovative !)**

How to start creating business opportunities in cultural exchange tourism?

Some necessary climate-creating
steps

(in parallel with business-building
activities)

How to start creating business opportunities ?

1

**Establish cross-border cooperation
among Chambers of Commerce
and other business institutions**

How to start creating business opportunities ?

2

**Conduct a joint survey
of problems and barriers**

Some more problems and barriers

INADEQUATE TOURISM INFRASTRUCTURE

- **Transport**
- **Communications**
- **Hotels**
- **Restaurants**
- **Museums**
- **Neglected / Degraded environment**

Gaps = Opportunities

Some more problems and barriers

- **Visa problems**
- **Border-crossing & Customs problems**
- **Attitude of local officials
(reforms travel slow!)**

How to start creating business opportunities ?

3

**Cooperate with authorities
at both sides
to address problems
(in a sustainable way!)**

Enhancing cooperation in Tourism

**The Black Sea region lacks
a regional image.**

**Instead, what we have is at best
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Need for a "Regional Brand"

The value of branding

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- **It should be used as an opportunity to start creating**
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a common vision

The value of branding

- It should not be merely a tool of positioning the place to foreigners
- It should be an attempt to create a sense of belonging and identity, a common vision
- The process of branding is perhaps more important than the brand itself (involvement of many stakeholders!)

Branding the BSEC Region

- **An ongoing activity of the BSEC BUSINESS COUNCIL**
- **We will give it new impetus shortly**
- **We are looking for partners**

Theme 4

What next ?

**Looking forward
to the follow-up of this meeting.**

Many thanks !

Costas Masmanidis
BSEC BUSINESS COUNCIL