



REGION OF
**CENTRAL
MACEDONIA**
GREECE

REGION OF CENTRAL MACEDONIA

**TECHNICAL MEETING OF THE THEMATIC PARTNERSHIP ON
"TRACEABILITY AND BIG DATA"
MARCH 28 & 29 2017 SEVILLE ANDALUSIA**



REGION OF CENTRAL MACEDONIA



- ❑ The Region of Central Macedonia has a total area of 18,811 square kilometers and consists of seven regional units: Imathia, Thessaloniki, Kilkis, Pella, Pieria, Serres and Halkidiki.
- ❑ It borders north with two Balkan countries, Bulgaria and FYROM .
- ❑ The Central Macedonia is the main road and railway gate to the Balkans. The region is linked with neighboring countries by modern Motorway (Pathe, Egnatia), railway, airport "Macedonia" and the port of Thessaloniki.
- ❑ The Region of Central Macedonia has approximately 1.9 million inhabitants, according to provisional results of Census 2011 and ranks second in terms of population among the 13 Regions of the country (covering 17.1% of total population). The rural population accounts for 26% of the total population.

The Region of Central Macedonia contains the
Country's richest collection of Agricultural
products

(Fruits, vegetables, cereals, meat, fisheries,
honey, cheese ...)

Each Regional Unit has a unique fingerprint ..

Region of Central Macedonia ID

Primary sector main features

Our primary sector participates by **26%** in gross value added of the primary sector at national level

Farming production

55% of table olives

25-30% of cotton

85% of rise

32% of cereals

70% of tree fruits

20% of vegetables

15% of feed plants

(of total country production)

Animal Husbandry **production**

35% of bovine meat

48% of cow milk

20% of sheep and goat milk

15% of eggs and poultry meat

20% of pork meat

25% of honey

29% of fisheries

STRENGTHS

- ① Geopolitical position in Southeastern Europe that enables a growing number of transactions particularly in the Balkans.
- ② A major transportation and transport junction.
- ③ Dynamic and productive manufacturing center pole of basic agricultural products.
- ④ Remarkable tourism.
- ⑤ Significant physical, soil and water resources.
- ⑥ Existence of high level human recourses, Universities and Research Institutes.

The distinctive features of the Region of Central Macedonia

- ① The climatic conditions of the region are ideal for each cultivated crop. Rich water resources and rich Biodiversity
- ② The existence of industrial areas in all regional units ensures the establishment of processing units.
- ③ The existence of Universities and Research Institutions provide growth prospects, supporting and promoting innovation.
- ④ The adoption of quality standards, which benefits all stakeholders (producers - traders - consumers) promotes and supports the competitiveness of crops .

Strong Region with human identity and values

- ① The agricultural sector has always been one of the major production areas in the Region of Central Macedonia.
- ② Main Strategy of the Region of Central Macedonia is to create modern, competitive farms, based on new domestic and international data, towards the production of high quality products that meet consumer demands.
- ③ Aims and objectives of this strategy are the agricultural products to be marketed and exported standardized, certified, of high added value and, where possible, with designation of origin.

Region of central Macedonia

Strategy for Rural Development

- ⦿ Promoting competitiveness of production, processing, promotion and marketing of agricultural products.
- ⦿ Supporting entrepreneurship and enhancing the attractiveness of rural areas.
- ⦿ Strengthening research, technological development and innovation in agriculture and the food industry.
- ⦿ Production of high quality products which will address a specialized public, with high profit margins.
- ⦿ Synergy between tourism and agriculture and ICT sector

According to the smart specialization strategy (RIS3) in the Region of Central Macedonia, the agri-food sector and the horizontal support of ICT systems are two of the "champions" areas in the Region of Central Macedonia

In the Region of Central Macedonia

- ① **We focus on supporting the production of safe food and agricultural products with comparative advantages such as local products, branded, quality with particular characteristics.**
- ② **We focus on increasing the value added in processing stages, standardization and certification primarily, but also in the production process.**
- ③ **We support with all our strength the adoption of new technologies and the integration of applied research results in agricultural production.**
- ④ **We promote rural entrepreneurship through human resource education and training and processors that are consistent with the promotion and enhancement of our agricultural products.**

Regarding Big Data...

- ⦿ Critical mass of enterprises
- ⦿ Strong research base (academia and research institutes)
- ⦿ High investment interest

Task force is in place to identify relevant stakeholders

REGION OF CENTRAL MACEDONIA



Thanks for your attention