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## REGIONAL MARKETING: Branding of products and regions

Seminar, October 10<sup>th</sup> - 15<sup>th</sup>, 2011  
in Istria / Republic of Croatia

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The Federal Ministry for Economic Co-operation and Development (BMZ) commissioned GIZ-Germany for another period (2011 – 2014) to continue strengthening its partners in rural South Eastern Europe (SEE) through dialogue, training and networking. Special focus is directed to the development of rural economic areas by strengthening their Regional Management capacities. Various topics are dealt with under the Regional Management theme (e.g. the organizational setting, legal forms, financing, etc.) with Regional Marketing being one of them. It refers to the multitude of approaches and tools to market products from a given region and also to market a region to different categories of clients. Meanwhile regional marketing has become a popular and highly demanded approach among actors in Regional Development. The experiences made so far are worthwhile being shared.

This seminar envisages partners and colleagues from **Albania, Bosnia and Herzegovina, Croatia, Kosovo<sup>1</sup>, Macedonia, Montenegro and Serbia** to meet in order to understand how to identify and mobilize regional potentials and resources and jointly develop innovative approaches, which support rural territories in becoming strong partners.

The objectives and content of this seminar are tailored to integrate experiences of Germany and other European countries as well as best practices from SEE, which have been developed in the last decades. We would like to provide you with different approaches and tools to market products and regions. Moreover, we intend to show you good practice examples of regional branding in Croatia as well as support you in developing ideas and initiatives adapted to your own reality.

Therefore, we will offer an intensive mixture of conceptual inputs, applicable methods and instruments, practical examples and own reflection. This implies that participants from different levels and institutional background are invited for six days to work together and learn how to manage a better integration of regional marketing instruments in their respective regions or institutional set-ups.

### Background

Europe consists of many different regions, each with its own local traditions, specialties and peculiarities. Currently, there is a lack of awareness of local traditional foods, traditional specialties, traditional agricultural practices and traditional ecological knowledge in Europe, because the international debate has mostly focused on globalization in terms of access to all markets. Consequently, in most European states such knowledge and products have not been fully identified and documented.

The countries in South Eastern Europe can offer agro-based traditional products as well as specific regions that are well-known and do have the potential for regional marketing (with their traditional products as well as their touristic possibilities). The rationale for the increasing interest in this topic is the need of keeping more of the value chain of processing agricultural products in a region, thus, creating more economic benefits.

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<sup>1</sup> under UNSCR 1244

There is a substantial need for professional analysis, planning and management for rural regions taking not only economic but also social, institutional and ecological dimensions into consideration. This process requires political support and the strengthening of capacities of those stakeholders who organize and handle such change processes.

## Objectives and expected outcomes

The overall goal of this training is to strengthen professionals and decision makers on national, regional and local levels in their capacities and skills to manage and coordinate sustainable development activities through mobilizing regional potentials and resources.

By using an integrated approach to Regional Marketing looking at branding products and regions, the seminar will support the combination of concepts and instruments for both dimensions based on experiences from EU member states as well as the South Eastern European countries.

By the end of the seminar participants will

- have exchanged their experiences and know-how on current practices and new initiatives of regional branding and marketing in the Balkan region
- have got an introduction into and overview on the relevant EU Council Regulations (agricultural products, foodstuff, touristic regions) and the registration procedures
- have studied illustrated cases from the Federal Republic of Germany
- have seen and experienced practical examples of regional branding through field trips in our host country Croatia
- have discussed the possibilities of networking between the South Eastern European countries in the development of regional brands.

Through these outcomes, the seminar will increase participants' abilities as initiators and multipliers for Regional Marketing and Regional Management in their respective organizations in order to improve the impact of development projects and programmes in their local and regional context. Therefore, a close institutional cooperation and mix of participants from political decision-making structures, public administrations and organizations from civil society and business community is envisaged.

## Working methods and language

The seminar content and methods are based on the state-of-the-art of Regional Marketing practice and oriented towards the needs and experiences of the participants. As usual, participatory working methods will enable an intensive exchange between trainers and participants. Field visits as well as in-door case study presentations will help to establish the link between conceptual knowledge and practical experience. Strengthening the interregional and cross-border co-operation between South Eastern European countries is an implicit intention of the whole programme and especially of this seminar.

The working language used in this seminar is English. It is a necessary pre-condition for the success of the training that the participants are able to easily understand and express themselves in English.

## Content

The seminar content is tailored to the needs and experiences of the participants and will be subject to adaptations if necessary changes or additions are identified by the participants in the course of the seminar. Currently, the seminar is planned to focus on the following major topics:

- **Conceptual framework**
  - Current trends, concepts and instruments in Regional Marketing
  - Areas of application and strategies in establishing regional brands for products and services
- **Presentation of current initiatives in SEE on regional branding and marketing**
  - Participants' presentation on their experiences with establishing regional brands in their countries: types of products and services, lessons learned and future strategies
  - Elaboration of specific profiles for regional products in SEE
- **EU Council Regulation on the Protection of Geographical Indications and Designations of Origin for Agricultural Products and Foodstuffs (509/2006 and 510/2006)**
  - Presentation of relevant aspects by a specialist in European brand registration
  - Clarification on "Protected Designation of Origin" and "Protected Geographical Indication"
  - Practical advice on how to proceed in protecting regional brands on national and EU level
- **Croatian case studies**
  - Field excursion to see selected examples of Protected Designations of Origin as well as touristic brand destinations
  - Practical implications of size, delineation, registration, licence system, control mechanisms, enforcement, etc.
- **Instruments for follow-up**
  - Further steps to strengthen the inter-regional and cross-boundary co-operation between the South Eastern European countries in establishing and registering regional brands

## Target group

The target group consists of professionals and decision makers working at institutions/organizations designing and implementing strategies and policies for Regional Rural Development. Since Regional Marketing requires a cross-sector and cross-level approach, the participants have various professional backgrounds: national level (ministries and down-stream authorities responsible for Regional Rural Development), regional and local level (municipalities, Regional Development agencies within public administration as well as public private partnerships), educational and research institutions as well as civil society, the private sector, NGOs and counterparts of German and international development cooperation in the respective countries.

## Preliminary Programme

	<i>Morning</i>	<i>Afternoon</i>
<b>Sunday, October 9<sup>th</sup>, 2011</b>	<i>Arrival of participants</i>	
<b>Monday, October 10<sup>th</sup>, 2011</b>	<ul style="list-style-type: none"> <li>o Official opening of the seminar</li> <li>o Presentation of participants and introduction of programme</li> <li>o Impulse presentation: Current Trends, Concepts and Instruments in Regional Marketing</li> </ul>	<ul style="list-style-type: none"> <li>o Information market: participants' experiences with current initiatives in regional branding and marketing in SEE countrywise preparation of presentations</li> <li>o Presentation in country groups</li> </ul>
<b>Tuesday, October 11<sup>th</sup>, 2011</b>	<ul style="list-style-type: none"> <li>o Information market continued: participants' experiences with current initiatives in regional branding and marketing in SEE</li> <li>o Presentation: Introduction to the Regulation on the Protection of Geographical Indications and Designations of Origin for Agricultural Products and Foodstuffs (EU 510/06)</li> </ul>	<ul style="list-style-type: none"> <li>o Clarification on "Protected Designation of Origin" and "Protected Geographical Indication"</li> <li>o Implications of EU competition policy regarding the protection of "regional quality"</li> </ul>
<b>Wednesday, October 12<sup>th</sup>, 2011</b>	<ul style="list-style-type: none"> <li>o Introduction to field trip on regional products in Istria</li> <li>o Field trip to practical examples of certified regional products in Istria</li> </ul>	<ul style="list-style-type: none"> <li>o Field trip to practical examples of certified regional products in Istria continued</li> </ul>
<b>Thursday, October 13<sup>th</sup>, 2011</b>	<ul style="list-style-type: none"> <li>o Reflection on lessons learned from the 1<sup>st</sup> field trip</li> <li>o Case studies from Germany – the Spreewald example</li> </ul>	<ul style="list-style-type: none"> <li>o Case studies from Germany – the Neumarkt example</li> <li>o Regional product fair with products and materials brought by participants from their home regions</li> </ul>
<b>Friday, October 14<sup>th</sup>, 2011</b>	<ul style="list-style-type: none"> <li>o Field trip to regional projects, institutions and initiatives on the regional marketing of the Istria destination</li> </ul>	
<b>Saturday, October 15<sup>th</sup>, 2011</b>	<ul style="list-style-type: none"> <li>o Lessons learned from 2<sup>nd</sup> field trip on the combined efforts in branding products and regions</li> <li>o Implications for the development and improvement of own regional branding projects/initiatives</li> </ul>	<ul style="list-style-type: none"> <li>o Further steps to strengthen the inter-regional and cross-boundary co-operation between the South Eastern European countries</li> <li>o Evaluation of the seminar and official closure</li> </ul>
<b>Sunday, October 16<sup>th</sup>, 2011</b>	<i>Departure of participants</i>	

## TECHNICAL INFORMATION

### Time and venue

The seminar will be held in Istria (Peninsula)/Republic of Croatia from October 10<sup>th</sup> to 15<sup>th</sup>, 2011. Detailed information regarding the venue will be distributed later to the invited participants.

### Costs

For the entire duration of the training the organizers will cover the costs of training, board and lodging as well as pay a daily allowance.

Travel costs have to be covered by the participants themselves or by the organisations/projects/institutions sending participants.

### Travel arrangements

**Date of arrival: Sunday, October 9<sup>th</sup>, 2011**

**Date of departure: Sunday, October 16<sup>th</sup>, 2011**

We kindly ask you to make travel arrangements on your own. Transfers from and to airport can be organized by GIZ on request.

### Application procedure

If you are interested in participating in the seminar we kindly ask you to fill the attached reply form and return it to Ms Angela Marx [angela.marx@giz.de](mailto:angela.marx@giz.de).

Macedonian applications are to be sent to Mr Hari Shutoski [hari.shutoski@giz.de](mailto:hari.shutoski@giz.de).

Please note that the number of participants per country is limited. Formal invitations will be sent to the invited participants by mid of September 2011.

**Deadline** for application is **August 31<sup>st</sup>, 2011**.

## CONTACT

For further information, please contact:

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