



INVITATION

Opening event of the international LEADER co-operation project „ Sustainable entrepreneurship in countryside”

25th -28th of August 2016

Place: Oxforell Holiday Center, Harju county, Estonia (see more: <http://oxforell.ee/>)

Participants: 65 people from project partner areas

Estonia: Development Centre, Green Riverland Partnership, East Harju Partnership areas;

Finland: Sepra, Pirkan Helmi and Linnaseutu areas;

Latvia: Lielupe and Liepaja areas.

NB! Working language of the event is English!

Program August 25th, Thursday

14:00 - 15:30 Arrival to Oxforell Holiday Center, accommodation, light lunch

15:30 - 19:00 **Opening seminar of the project, moderated by Eha Paas and Tiina Sergo**

15:35 – Objectives and activities 2016 – 2018 of the project “Sustainable entrepreneurship in countryside”

16:00 – “Micro-entrepreneurship in the countryside” guest speaker

16:30 – Let’s get acquainted

Presentations of the eight project partner areas – overview of rural entrepreneurship in the areas, motivation for participating in the project, cooperation themes and wishes etc.

17:30 – Coffee-, tea- and networking break

17:45 – Presentations of the project partners continue

19:00 **Introduction of Oxforell Holiday Center**

Short walk in the holiday center, overview of the company and its activities. Oxforell Holiday Center has used EU funds very successfully in the programming period 2007 – 2013 and carried out several development activities.

19:30 Free Time

20.00 **Dinner and evening program.**

Presentation of the products/services of the participating companies (you are welcome to bring your products). Registration to the study trips for the next day. “Speed dates” for entrepreneurs. Music and informal communication

Program August 26th, Friday

7:30 - 8:45 - Breakfast

9:00 – **Study visits to local businesses.**

Forming groups of 5-10 people (according to the registration on the previous day). 8 groups.

Visiting local businesses in East-Harju and Development Center areas.

14.00 – Lunch in Oxforell Holiday Center

15:00 to 19:00 **Seminar “Marketing in micro- and small businesses.”**

15:00 – Presentation of the program “Culinary route” (see more <http://www.toidutee.ee/>)





**SUSTAINABLE
ENTREPRENEURSHIP
IN COUNTRYSIDE**



16.00 – Seminar-workshop on the topic “Marketing opportunities for micro- and small businesses.” Real examples of marketing solutions.

Moderated by Kaido Väljaots.

19.00 Dinner

20:00 Evening Program

Overview of the study trips – every group introduces lessons and thoughts from their visit. Watching photos, Estonian music, networking.

Program August 27th, Saturday

7:30 - 8:45 - Breakfast

9:00 – Next steps.

We will look through the following activities in the project. Hopefully we will form first entrepreneur exchange couples. Introducing the project visual solution and preliminary web solutions of the project. Regional marketing activities’ introduction of the project partner areas.

11:00 – End of the opening event. Coffee-, tea- and networking break

11:30 – Final exchange of contacts, farewell to newly-found cooperation partners.

Driving home.

Registration **until 5th of August 2016** <http://goo.gl/forms/Q4Fr5uwpVHsk5K373>

Questions and information: Eha Paas, ehapaas@gmail.com



Pirkan Helmi



Sepra



Linnaseutu



IDA-HARJU
KOOSTÖOKODA



Lielupe
rural partnership

