



Agenda Thursday, 14th February 2008

09:00 Introduction

Three parallel Workshops (food, renewable energies, tourism)

09:30 Best-Practice examples about regional marketing

11:00 Coffee break

11.30 Workshop future strategies (Conference declaration)

13:00 Plenary session with final presentation

13.30 End



Our dynamic world





What are you preferring for your future?

Sectoral



Holistic





Power of unique people – future of regions





How improving regional marketing?

RegioMarket objectif level 1

- How can existing regional marketing processes be improved within regions?

RegioMarket objectif level 2

- How can a good regional brand be developed?

RegioMarket objectif level 3

- Which criteria should a regional brand in Alpine Space fulfil in order to be successful and reliable and to contribute to a USP of Alpine Space?





Set of Criteria for regional markets and branding systems

➤ Food

- Structure and Process Criteria
- Partner Criteria
- Basic Product and Production Criteria
- Specific Product and Production Criteria

➤ Tourism&Gastronomy

- System Criteria
- Partner Criteria
- Product Criteria
- Service Criteria

➤ Renewable Energy

- Partnership and Cooperation
- Quality of products, processes and services
- Sustainability

Common criteria

- .. clear regional identification
- .. regional added value as far as possible
- .. follows the rule of fair pricing
- „ high quality and independent control system
- .. environmentally oriented



RegioMarket Criteria Set for Food

➤ Food

- Structure and Process Criteria

.. Dual structure – cooperation of economic and non-economic partners

- Partner Criteria

.. Contribution to preservation of natural and cultural heritage

- Basic Product and Production Criteria

..in line with one subnational / national / international quality standard

- Specific Product and Production Criteria

.. unprocessed ingredients 100% produced in the region

.. free from genetic engineering



RegioMarket Criteria Set for Renewable Energies

➤ Renewable Energy

- Partnership and Cooperation

.. SME orientation

.. all inclusive service-network

.. interregional cooperation

- Quality of products, processes and services

.. state of the art quality system

.. excellent management

- Sustainability

.. sustainability oriented vision

.. no genetically engeneered plants



RegioMarket Criteria Set for Tourism&Gastronomy

➤ Tourism&Gastronomy (regional menue or tourism food road)

- System Criteria
- Partner Criteria
- Product Criteria
- Service Criteria

.. sustainable production methods
- agricultural products
- use of water / energy

.. Products from the region

.. regional / traditional dishes

.. advice on the choice of regional beverages (e.g. wine)

.. tells stories about regional products / heritage



RegioMarket results

- **Guideline for Cooperative Regional Marketing with Criteria Set**
- **Tools and Best Practice** www.regiomarket.org
 - Tools: Checklist Food Criteria / Business Plan Renewable Energies
 - SWOT-Analyses, customer requirements, marketing concepts, case studies, project ideas,
- **RegioMarket Logo**
(symbol for crosssectoral sustainable regional cooperation)



RegioMarket proofed results

Alpine space perspectives

Regional
Cooperation

High Quality



Crosssectoral
approach

Sustainability

Innovation





RegioMarket - future prospects of results

1. Most common solution





RegioMarket - future prospects of results

2. Networking beyond project end

Are you interested?

Ideas?





RegioMarket – Conference declaration

- Alpine Space: high diversity of products, services and attractive landscapes; big variety of resources for food and energy; innovative population >>> **protect the heritage!**
- regional marketing systems: promotion of top-quality; creation of income; protection of natural heritage by using it; promotion of SME's >>> **go for sustainable management of Alpine Space**
- success factors for regional marketing: transparency and trust; basic requirements like encompassing commonly accepted values; indications towards better production, promise to the consumers.
- criteria set for marketing systems: structure and process / commitment of partners / production methods; requirements above and transparency beyond EC regulations >>> **quality to the systems**
- **call upon everybody to support RegioMarket model**



Fruitful discussion

