



B S T I P

Black Sea



TRADE & INVESTMENT
PROMOTION PROGRAMME

CLIMBIZ Forum, Climate and Business Initiative
Southeast Europe Business Forum, 23 November 2012

Istanbul, Turkey

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BSTIP PARTICIPANTS

- ▣ Implementer: UNDP
- ▣ Donors: Greece & Turkey
 - ▣ BSEC PDF donor to Climate Change project
- ▣ Partners/Donors: BSEC & BSEC Business Council
- ▣ Beneficiaries:
 - Enterprises
 - Government agencies
 - Business associations
- ▣ Began in 2007; project office in Athens, Greece
- ▣ Objective: To stimulate intra-regional trade and investment in and among Black Sea Economic Cooperation (BSEC) countries





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Athens



CLIMBIZ

BLACK SEA CLIMATE & BUSINESS INITIATIVE

with funding from
Austrian
Development Cooperation

REGIONAL FOCUS

- ▣ Emphasize cross border economic activity
 - Business facilitation events
 - Training for business support organizations and investment promotion agencies
 - Business development assistance
 - Green business/sustainable development

SECTORS



Packaging

Food products and wine

Tourism

Construction materials

ICT

Logistics

Renewable energy/green business

2012 ACTIVITY

- * Black Sea Matchmaking Forum (Food), Thessaloniki, Greece
- * Destination Marketing Training, Athens, Greece
- * Moldovan Wine Promotion, Bucharest, Romania and Kiev, Ukraine
- * Argo Tourism Promotion, Nafplio, Greece
- * Georgia-Turkey Trade and Investment Bridge, Tbilisi, Georgia
- * EU Food Safety and Packaging Standards Training, Thessaloniki, Greece
- * EU Food Safety and Packaging Standards Training, Heraklion, Crete (September 2012 – 50 participants)
- * Trade Mission to Romania and Moldova in association with Tuskon (Turkish business association)
- * Investment Climate Lectures with OSCE at Naxcivan State University, Azerbaijan 6
- * Black Sea Wine Forum, Moscow, Russia

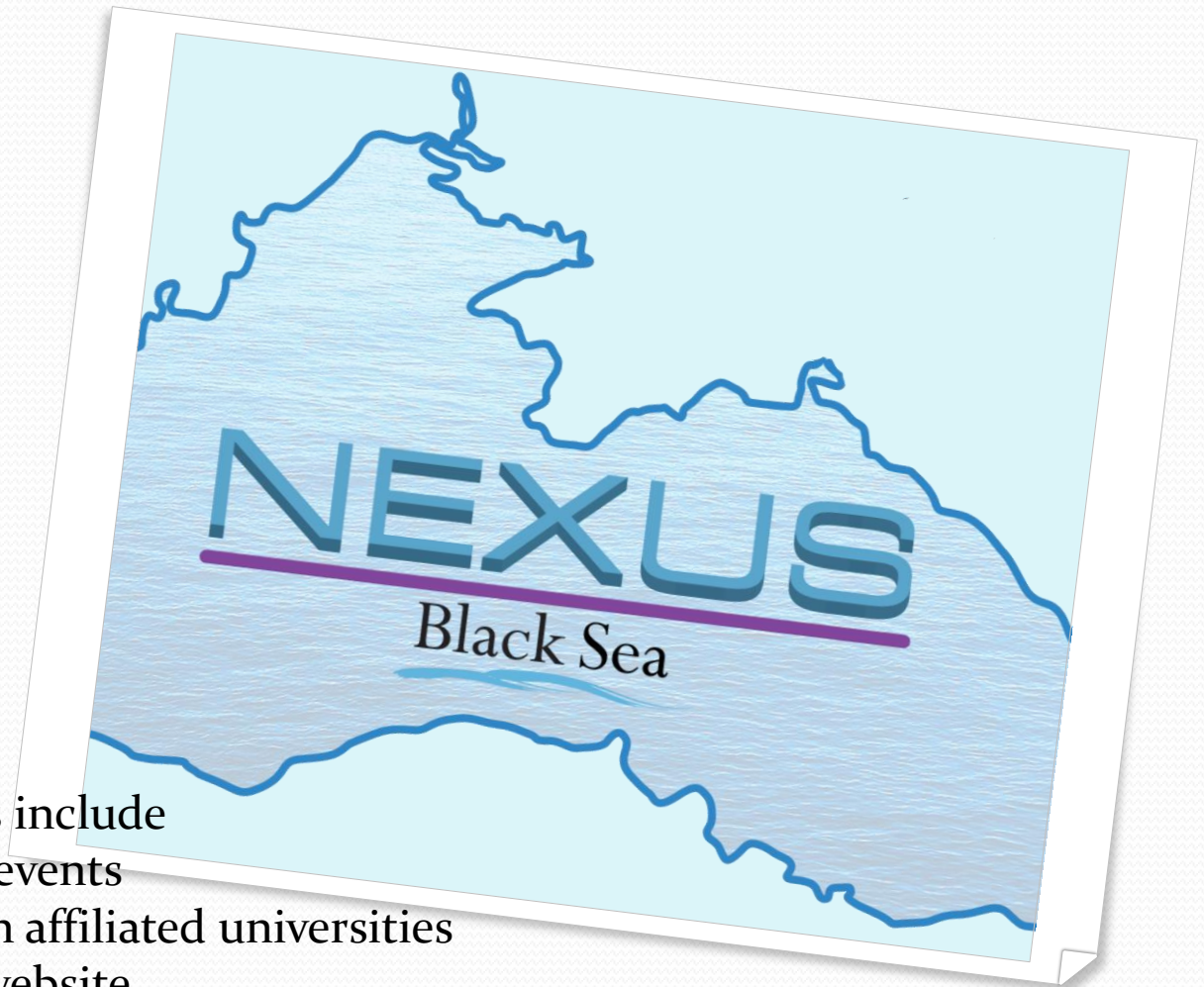


IMPACT-RESULTS

- * 1144 participants in BSTIP programs, 30% women (343)
- * Facilitated 8 trades and 2 investments
- * Examples
 - * Turkish logistics companies and Armenian freight forwarder work together after Logistics event
 - * Turkish greenhouse providers invests in Georgia as a result of Georgia-Turkey trade and investment bridge
 - * Greek irrigation company sells products to Moldovan company
 - * ARGO Tourism event leads to contract signed between Ukrainian travel company and Greek hotel; more deals expected

BLACK SEA NEXUS

- Start-up/SMEs from Black Sea states with potential for international trade will be selected for promotion
 - First cohort expected to be 15-20 companies
- Services to companies include
 - Invitation to BSTIP events
 - Free consulting from affiliated universities
 - Profile on our new website
 - Access to our company data
 - Proactive support in contacting companies



CLIMBIZ AND BSTIP

- * Background
 - * BSEC and the Government of Austria are committed to improving climate resiliency
 - * UNDP is a leader in promoting sustainable development and environmental protection
- * Situation
 - * Green business is a growth industry in the Black Sea area
 - * Green business is one method for climate change adaptation in the Black Sea area
- * BSTIP
 - * Facilitates and promotes intra-regional trade and investment
- * CLIMBIZ
 - * Part of BSTIP as an environmental program AND an economic development program

CONCLUSION: To Do Well and To Do Good

- * Goal of program is to integrate climate change adaptation and other concepts of sustainable development into intra-regional trade
- * Launch ClimBiz to help us succeed