

## TNC Project OFFER Form

**Topic / title of the proposed project**

**Local regional and business development, marketing and advertising**

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**Brief summary of the project idea (max 500 characters)**

The project aims to gain experience in rural development of European countries, positioning of products produced by rural entrepreneurs, getting to know the latest trends in marketing and sales strategies. The experience gained within the framework of the project will help to introduce new tendencies in Latvian rural development, as well as give the opportunity to share current experiences and practices between European countries.

**Objective:**

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**Initial position / background / local context of the proposed project (max 500 characters)**

Latvian small producers must compete with other manufacturers' products and services. To successfully introduce and sell their products in the market, rural producers shall use effective marketing activities.

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**Proposed objectives / activities (max 500 characters)**

The project aims to promote and enhance the rural entrepreneurs in local region. Experience from abroad will help to introduce new ideas and evaluate their effectiveness. Through workshops and training, the latest trends in marketing and sales will be explained to the entrepreneurs and they will be able to work up advertisement for their products and prepare sales concept.

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**Country and /or kind of partner you are looking for**

We are looking for companies that provide marketing and sales services to local producers, organizations with similar goals and experiences in developing of rural areas, business support and promotion. We are interested also in lecture and training practices, ways of information presenting and teaching process.

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Hungary, Italy, Slovenia, United Kingdom, Greece, Ireland, Sweden, Czech Republic, Luxembourg, Netherlands, Portugal, Malta, Poland, Austria, Bulgaria, Estonia, Spain, Slovakia, Belgium, Germany, Finland, Romania, Cyprus, Denmark, France, Lithuania

**Offering LAG:**

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**Country / Region**

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**Latvia**

**Contact details**

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