

Newsletter of the project “Black Sea Women Entrepreneurship Connection - Empowering Women through Tourism” (WETOURL – BSB1030)

Overview

The project **WE TOUR** is the foundation for the Promotion of Women’s Entrepreneurship through a strong partnership for a Network in the Black Sea Basin Area. The WE TOUR project is to be finalized on 26.07.2023. The Project that includes 5 partners from 5 different countries – 4 business women associations from Greece, Bulgaria, Georgia and Turkey and 1 tourism association from Armenia; has created an entrepreneurial framework for development of tourism and promotion of Black Sea macro region as an attractive touristic destination. Every partner performed different roles and responsibilities during the project implementation duration of 2 years.

International WE TOUR Conference in Thessaloniki



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The International WeTour Conference, organized by the Greek Association of Women Entrepreneurs - SEGE, was successfully completed on Wednesday, June 21, and Thursday, June 22, 2023, at the Grand Hotel Palace in Thessaloniki. The focus of the conference was to empower and promote Women's Entrepreneurship through the Tourism sector in the Black Sea region.

During the International conference, with over 200 participants and distinguished guests from six different countries had the opportunity to discuss ways to empower female entrepreneurs in the Tourism industry. They listened to the experiences of female entrepreneurs who received support within the framework of the program and engaged in meetings to foster the growth and networking of their businesses.

The first day of the Conference kicked off with the President of the Greek Association of Women Entrepreneurs (SEGE), Ms. Lina Tsaltampasi, welcoming and thanking the participants for their significant turnout. Greetings followed from the new Deputy Regional Governor for Tourism of Central Macedonia, Ms. Christina Goula, and the newly elected President of the Association of Women Entrepreneurs of Turkey - KAGIDER, Ms. Esra Bezircioğlu.



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Next, the Director of the Association, Ms. Nasia Ioannidou, presented the European project WE TOUR - Black Sea Women Entrepreneurship Connection - Empowering Women, implemented by SEGE and includes five partners from Greece, Bulgaria, Georgia, Türkiye, and Armenia. The goal of the project is to create a **Cross-Border Business Network** in the Black Sea Basin Area, strengthening, supporting and developing **female entrepreneurship through tourism**, providing new economic and social opportunities to women in the Black Sea Basin area.

At the same time, examples of "best practices" were presented by female entrepreneurs from the tourism sector, who shared their own successful paths and experiences, inspiring the audience and encouraging them to dare and take their own entrepreneurial initiative in the tourism sector.



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The second day of the Conference highlighted the opportunities for business development both for companies and countries through collaborative networks. The Balkan region's good practices were extensively presented, serving as a guide for the establishment of the new Black Sea Network.



The international two-day conference concluded with a Press Conference on the WE TOUR Project. The project began in June 2021 and will be completed in July 2023. The final meeting of the Project will be held online on 24 July 2023. This cross-border collaboration in WE TOUR Project has supported more than thousands of women in partner countries. The specific program is crucial for the development of Female Entrepreneurship, as the tourism sector in these 5 partner countries is quite supportive of female entrepreneurs, as indicated by the high percentages of female entrepreneurship in the Black Sea Region. You can reach information on the latest steps of the Project, including next week's final meeting, through the project's last Press Release to be issued on 24 July 2023. Stay tuned for the latest news of the WE TOUR Project!

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Joint Operational Programme Black Sea Basin 2014-2020
SEGE – Greek Association of Women Entrepreneurs
Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine. This publication was produced with the financial assistance of the European Union. Its contents are the sole responsibility of WETOUR project and do not necessarily reflect the views of the European Union.

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