



Added Value of Networking

Success Story

Success Story title	<i>Cooperation at the International Agricultural and Food Fair Agrokomplex</i>		
Theme	<i>Cooperation</i>		
NRN	<i>Slovakia</i>	Coordinator	<i>National Rural Development Network – Central Unit</i>
Partners	<i>National Rural Development Network Slovakia – Regional Offices, NRNs Czech Republic, Hungary, Poland, Local Action Groups from Slovakia, the Czech Republic, Hungary and Poland</i>		
Period	<i>18th-21st August 2011</i>	Resources	<i>Approx. 30,000 Euro</i>
Geo-location	<i>Nitra, Nitra region, Western Slovakia</i>		
Beneficiaries	<i>Exposition visitors, LAGs members, folk groups members, inhabitants from regions</i>		

Background

Every summer, the International agricultural and food fair Agrokomplex takes place in Nitra, Slovakia. Like many previous years also in 2011, a small but significant part of it was an exhibition with an international participation coordinated by the National Rural Development Network of the Slovak Republic (NRDN SK).

The aim of the exposition was not only to present the work of the NRDN SK and implementation of the LEADER approach in Slovakia, but also to promote traditional regional products and folk traditions, to talk about the present and the future of the Slovakian rural countryside, and last but not least, to create an opportunity to arrange new contacts, compare working achievements and search for new inspirations for rural development between partnership between national rural networks and local action groups (LAG) from V4 countries.

As an important part of rural development, the NRDN SK has always had high ambitions to support rural cooperation – either nationally or transnationally. The international agricultural and food fair Agrokomplex is a unique opportunity for all participants to present and promote their work, activities, plans but also their region, regional traditions and food specialities.

Main activities

According to the exposition ideas mentioned above, the NRDN SK was pleased to welcome participants from the Czech Republic (National Rural Network CZ, National Network of Local Action Groups in the Czech Republic and Association for Rural Renewal), Hungary (Hungarian National Rural Network) and Poland (Regional National Rural Network – Urząd Marszałkowski Województwa Świętokrzyskiego). In the common NRDN SK exposition many LAGs: 25 from Slovakia, 6 from the Czech Republic, 2 from Hungary and 1 from Poland.





Main results/benefits

Interest in the NRDN SK exhibition was also prominent among Slovakian politicians: on the opening day, the Prime Minister Iveta Radičová with Zsolt Simon, Minister of Agriculture, Environment and Regional Development visited the common exhibition area to meet and talk with the regional representatives in person.

The happening and interesting moments from the exhibition were captured by the local TV channel „Nitrička“ and a short report will be available online on the NRDN SK website and on DVD. On behalf of a partnership development, days after the Agrokomplex exhibition the NRDN SK, seven LAGs and two regional offices from Slovakia took part in a similar fair called Země Živitelka in České Budějovice, Czech Republic.

Contribution of the NSU

The NRDN SK created an exhibition area of 385 m², where national and foreign exposition participants had a chance to create new or strengthen already established partnerships between each other.

Contribution of the partners

To focus the visitors' attention on rural development and rural traditions and to emphasize its uniqueness the tasting of regional products, presentations of traditional craft works, skills and folk traditions were part of a daily programme during the exhibition. These were presented by tradition keepers from all participating Slovak and foreign LAGs. A special part of the cultural programme was a „fashion show“ of traditional folk costumes which experienced unexpected public interest.

Success factors

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Another success was the numerous answered questions and a great deal of given leaflets to visitors or newly arranged contacts from both exhibitions.

Additional information

Photos at: <http://www.nsrv.sk/index.php?pl=14&article=282>

Video at: http://www.youtube.com/watch?v=sNLD_7Tfx20&feature=related

