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Expression of Interest for a Staff Exchange mission (4-5 working days)

Beneficiary Baghdati municipality

is kindly requesting the M4EG Secretariat to facilitate a Staff Exchange (SE) mission Service providing municipality's from western european country's to baghdati municipality

1. Description of the needs: staff exchange request will be submitted to achieve the first objective defined by the local economic development plan "Raise awareness of the Municipality" and for effective planning to promote implementation provided by the Action Plan "Organize annual festivals and public holidays/fairs of products produced in Baghdati". Organizing the local production festivals in Baghdati Municipality has been a tradition for several years, which is meant only for local tourists. The main challenge for us is to arrange international festivals relevant to European standards, which will be oriented towards attracting foreign tourists. Therefore, it is necessary to consider experiences of Western European municipalities and advice from practicing experts. On the way to planning International Festival and program development process. it will benefit the target groups, such as the local tourist, family wineries, hotels, local entrepreneurs and other economic actors.

As a beneficiary municipality, we would like to fulfill staff exchange mission and we would love the representative of the municipality to visit us from one of the countries of Western Europe, Practitioner, which will introduce the working group successful examples of wine and natural products festivals through its practical advice We will be able to plan how to organize the festivals efficiently, We will jointly work on the schedule of activities and actions, according to partners who are responsible for the implementation. He will share the mechanisms to attract foreign tourists at the festival. This will help us to improve our knowledge, Learning experience and implementation of European standards. We believe that by implementing the correctly planned event, We will be able to make the maximum economic effect for local entrepreneurs, family hotels and trade and service facilities and other economic actors.

II. Proposed scope of work: *(remember that the scope of work should be commensurate to 4-5 working days)*

Presentation of the work program for the SE mission

I Day: presentation about Baghdati Municipality, the introduction of the municipality and getting acquainted with existing practices, experiences and challenges of implemented festivals and visiting municipalities tourist Objects.

II day: Presentation of Practical Representative of the Serving Municipality, according to examples of international festivals, Introduction of challenges in the process of implementation, introduction of successful mechanisms and cases of local entrepreneurs and other private sector participants in the process of attracting tourists.

III-IV day : the Working Group will plan the annual International Festival of Wine and Local Natural Products, with the help of invited practitioners. We will visit tourist attractions in the municipality.

V day: Planning actions to attract tourists to the Festival, by working group with the help of invited practitioners from the municipality.

Baghdati Municipality, as a beneficiary municipality will cover all the costs associated with SE missions, accommodation including travel in the territory of the municipality, in the process of work. For effective communication with a Working Group, we may need an interpreter service Which will not be reimbursed by the municipality.

III. Expected outputs and results:

Within SE mission the following will be achieved:

Output: Along with an invited practitioner from the Western Europe municipality, the annual International Festival of Wine and Local Natural Production Program will be developed and planned to be carried out. Strengthening institutional capacity of the municipality to share successful experiences of Western European municipalities by conducting international festivals by working group members, Studying of effective planning mechanisms of the Festival program, mechanisms for involvement in local private sector processes, Studying of successful mechanisms for attracting foreign tourists

Autcome: Annual international festivals relevant to the high Standard, European Standard. Introduction and implementation of Western European municipalities experience, In addition to the private sector Development of new Festivals Program. Increased number of foreign and local tourists during the festivals, raise awareness of municipality, Target group (such as local tourist attractions, family marani, family hotels, local entrepreneurs, other economic assets) increase sales and revenue growth. Sharing practical experiences of arranging international festivals relevant to European standards in Eastern Partnership countries.

IV. Preferred timeframe: Since the International Festival is planned to be held in 2019 - 2020, in the second half of September, SE mission will be carried out in April- June of 2019.

V. Contact person:

Tina Abuladze, Position: I category senior specialist in Economic Development issues and LEDO .

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Yours sincerely,
First Deputy Mayor
of Baghdati Municipality

Kakha Enukidze

კახა ენუქიძე



მუნიციპალიტეტის მერის ვირველი მოადგილე

