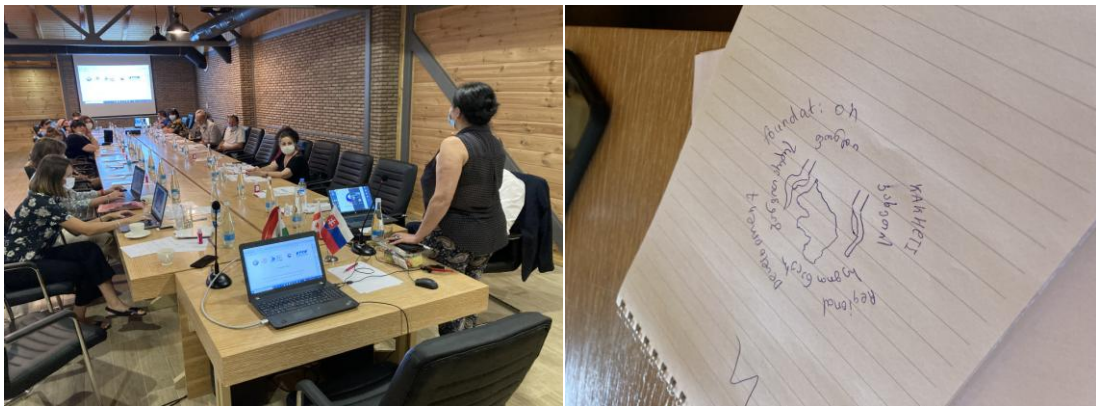




Visegrad partners in Telavi, Georgia 🇬🇪

We spent two days organising an international workshop within our ongoing Visegrad project "Enhancing Rural Economy through Regional Branding" in Kakheti, Georgia. At the workshop, representatives of municipalities as well as local entrepreneurs from Kakheti region got extensive amount of information about Regional Branding and its benefits for the local economy.



The workshop participants worked on the development of their own regional brand within the logo creation and set up of values and purposes of the brand.



Thanks to International Visegrad Fund, Association of Regional Brands, Rába-Duna-Vág EGTC, Slovak-Georgian Chamber of Commerce, Kakheti Regional Development Foundation (KRDF) and all participants who took part, came with questions and remarks.