

Sustainable Urban Agriculture, Agrofood Chain, Foods Systems

Technologies 4.0

Tourism & Culture, Diversification-Slow food & Supplies

Regional Innovation & Smart and Sustainable Specialization Strategies(RIS 4)

Education, Jobs & Skills

Digital Transition & Smart City

Climate Change & Energy Transition

Post-COVID Recovery – social justice and social inclusion

General Socio-economic Profile

The Western Greece Region is located in the western part of mainland Greece. Its economy consists of the primary sector, featuring agriculture and livestock, the secondary sector, based on construction and labour-intensive industries, and the tertiary sector, with information and communication technologies, and administrative and support services. The region's urban centres are home to an emerging ecosystem of clusters and hubs that generate some significant, innovative and high-value activities in the agrofood sector (such as berries) and ICT business.

Western Greece Region



679,796



11,350.18 km²



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Good Practices

Trade exchange: companies are connected via knowledge and business networks across the regions

Smart City: joint R&D and business development in areas such as mobility, industry 4.0, sustainability, biofuels, entrepreneurship education and innovation. Under this framework, the Western Greece Region works with associations and their members, and also benefit from taking part in European projects and initiatives.

EU certification for agrofood production. The Western Greece Region produces two types of cheese with Protected Designation of Origin, the famous feta and kefalograviera, and can transfer knowhow concerning product handling, production and export at the requirements of the EU. Its strong agricultural sector helps shape its marketing and commercial strategies (berries, aquaculture, vegetables, olive oil)

- Extended cooperation in tourism sector as Western Greece has the privilege to host the most glorious sanctum of the ancient world, the Ancient Olympia
- Development and expansion of the local innovation ecosystem through networking and business models
- Global presence for local firms and start-ups
- Development of non-state/public sources of funding (crowd funding, risk management, etc.)

Preferred Areas of Cooperation

Based on the Regional Innovation Strategy and other policies such as DIH and European initiatives, the Region identifies three key priorities:

- Agrofood System
- Tourism & Culture
- Advance Materials

Digital Sciences and Energy: The Greek Ministry of Labour and Social Affairs launched the REBRAIN GREECE initiative to promote Western Greece as a pole of digital innovation. A digital innovation hub called REBRAIN WESTERN GREECE DIH fully supports the digital transformation and dynamics of the region. Additionally, a resilient, inclusive and sustainable recovery from the COVID-19 pandemic will require international cooperation. Recently, the Region of Western Greece has financed business plans for local SMEs (EUR 30 million) in order to overcome the pandemic. Other European projects like ESMART CITY, CINOVATEC, and INNOXENIA have led to smart solutions in different sectors, and enhanced stakeholder skills and know-how exchange.

可持续农业——农业食品链、食品体系

技术4.0

旅游与文化——多元化-本地手作美食及供应

区域创新与智慧和可持续专业化战

教育、就业和技能

数字化转型与智慧城市

气候变化与能源转型

疫情后复苏——社会正义和社会包容

社会经济概况

西希腊大区位于希腊大陆西部。其经济主要包括以农业和畜牧为主的第一产业，以建筑和劳动密集型行业为主的第二产业，以及以信息和通信技术、管理和配套服务为主的第三产业。此外，西希腊大区的主要城市中心拥有一个由众多产业集群和中心组成的新兴生态系统，当地农产品部门和信息技术产业开展包含高附加值和创新的外向型经济活动。

Western Greece Region 西希腊大区（希腊）



679,796人



11,350.18平方公里



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良好实践

贸易交流:企业间的联系主要基于合作区域以及西希腊大区的知识和商务网络。

智慧城市:在交通出行、工业4.0、可持续发展、生物燃料、创业教育和创新等领域开展技术、联合研发和业务。在此框架下，西希腊大区与相关领域的技术协会及成员合作，并且加入欧盟发起的项目和倡议，从中受益。

欧盟认证农产品生产:西希腊大区有两种获得原产地保护标签（PDO）的奶酪：羊奶干酪和开芬拉格瑞为耶奶酪（kefalograviera）。该大区可根据欧盟要求输出相关加工、生产和出口知识，且借助其繁荣的农业（浆果、水产、蔬菜、橄榄油）出口和商业化形势，规划统一市场营销策略。

- 依托西希腊大区最负盛名的圣地古奥林匹亚遗址，在旅游领域开展深度合作
- 通过交流和互通商业模式发展壮大本地创新生态系统
- 助力本地企业和创业公司走出国门并实现国际化
- 引入私人领域的募资（众筹、风险管理等）

首选合作主题领域

根据西希腊大区的区域创新战略重点、数字创新中心（DIH）和欧洲倡议，以下为希望合作的三大领域：

- 食品农业体系
- 旅游与文化
- 新材料产业

数字科技与能源能效领域协同作用:为将西希腊大区打造成为数字创新中心，由希腊劳动与社会事务部发起，西希腊大区与“再造希腊（REBRAIN GREECE）计划”合作，成立了名为“智造新西希腊”（REBRAIN WESTERN GREECE DIH）的数字创新中心，全力支持该地区进行数字化转型并发展数字产业。

此外，要走出新冠疫情的阴霾，实现有韧性、包容性、可持续发展，需要全世界的通力合作。最近，该大区财政拨款3000万欧元，为当地中小型企业的商业计划提供资助，帮助克服疫情带来的困难。ESMART CITY、CINOVATEC、INNOXENIA等其他欧洲项目也在不同领域提供智慧解决方案、多样化的利益相关者以及企业的技术，促进专业知识交流。

The Innovative Entrepreneurial Ecosystem

The Western Greek entrepreneurial ecosystem is currently experiencing a dynamic evolution, led by the emergence of an increasing number of ambitious technological startups. Despite challenges, the regional innovation system is showing robust strength, supported by the Regional Authority, educational institutions, research organizations, and non-profit organizations. Furthermore, the ICT sector and its associated applications are exhibiting considerable advancement, influenced by global trends.

西希腊创新创业生态系统

西希腊创业生态系统正处于动态变革之中，这得益于越来越多的有远见的科技初创企业。尽管面临各种挑战，但由区域政府、教育机构、研究组织及非盈利机构等全方位支持的区域创新系统仍展现出坚韧的实力。值得注意的是，在全球潮流的影响下，信息和通信技术（ICT）领域及其在产业中的应用有显著的表现。



MOSAIC

MOSAIC 马赛克创意社

MOSAIC is a Social Enterprise to aiming to support and promote the creative sector in Greece contributing to local development, economy and social cohesion.

MOSAIC offers a range of activities for cultural and creative organisations, social enterprises and civil society:

MOSAIC INCUBATOR: personalised guidance and counselling for developing innovative and social impact business ventures.

MOSAIC TRAINING: training activities on cultural management, entrepreneurship and economy.

MOSAIC RESEARCH: studies on current issues and opportunities for innovation.

MOSAIC CONSULTING: consulting and studying services related to cultural management, strategic planning and mapping of the local creative economy.

MOSAIC EVENTS: networking and collaboration tools for producing high-quality and innovative products.

MOSAIC CO-WORKING SPACE: a small collaborative office space for creative individuals, professionals and start-ups.

MOSAIC是一家社会企业，旨在支持和促进希腊的创意产业，以促进当地的发展、经济和社会凝聚力。

MOSAIC为文创组织、社会企业和公民社会提供一系列服务：

MOSAIC孵化器：为发展创新和社会影响力的商业企业提供个性化的指导和咨询。

MOSAIC培训：关于文化管理、创业和经济的培训活动。

MOSAIC研究：关于当前问题和创新机会的研究。

MOSAIC咨询：与文化管理、战略规划和当地创意经济映射相关的咨询和研究服务。

MOSAIC活动：为生产高质量和创新产品提供的网络和协作工具。

MOSAIC共享办公空间：为创意个体、专业人士和初创公司提供的一个小协作办公空间。

Areas of Cooperation 潜在合作领域

Joint Incubation Programs: Collaborative support and guidance to local startups, fostering international exchanges and collaborations.

Training Exchange Programs: Partnerships for cultural management and creative economy training programs can facilitate knowledge sharing between China and Greece.

Consulting Partnerships: Joint consulting services can benefit strategic planning and creative economy exploitation in China and Greece.

Co-hosted Events: Networking and collaboration events can create an environment for creative synergies and high-quality local products and services.

Shared Co-working Space: The MOSAIC Office can establish a shared space for Chinese and Greek creatives, fostering cross-cultural collaborations.

联合孵化项目：为当地初创公司提供协同支持和指导，促进国际交流与合作。

培训交流项目：文化管理和创意经济培训项目的合作可以促进中国和希腊之间的知识共享。

咨询合作：联合咨询服务可以使中国和希腊初创企业在战略规划和创意经济方面交流互惠。

共同主办活动：社交和合作活动可以创造出一个促进创意协同和高质量本地产品和服务的环境。

共享的联合办公空间：MOSAIC办公室可以为中国和希腊的创意人士建立一个共享的空间，促进跨文化合作。

Patras Science Park

Patras Science Park (PSP) is the first of the Greek Innovation Hubs of research labs and innovative companies active in various innovative sectors. It has been supporting the growth of innovative, technology-based companies across several sectors such as ICT, biotechnology, clean energy and other industrial technologies for over 30 years. PSP focuses on creating both a valuable impact to society and expertise by getting involved in key innovation projects with the intention of enhancing the entrepreneurial world and meeting the demands of ambitious companies. PSP's Proof of Concept grant is financially supported by private donors and aims to enable researchers and young scientists to promote their ideas and turn them into marketable products.

帕特拉斯科学园

帕特拉斯科学园（PSP）是首批希腊创新中心之一，园区汇聚了一批活跃于各创新领域的研究实验室和创新公司。在过去的三十余年里，该科学园一直在信息和通信技术、生物科技、清洁能源以及其他工业技术等多个领域，积极推动基于科技的创新企业发展壮大。PSP通过深度参与重大创新项目，不仅致力于创造对社会具有深远影响的价值，同时也矢志精研专业技术，以提升创业环境，满足各类雄心勃勃初创公司的需求。此外，PSP的概念验证资助，为研究者和年轻科学家提供助力，使他们有机会将其研究思想转变为可面向市场的产品。



Pilot project: Blue Innovation Hub

The Blue Innovation Hub, a collaborative project involving prominent academic labs and Patras Science Park, aims to harness research findings to encourage innovation, develop new products, and foster business partnerships in the blue growth sector by providing new R&D, technological, and entrepreneurial opportunities for its members. It endeavors to attract fresh talent, establish development centers and robust links between labs and industry, and position itself as a national leader while fostering international partnerships. This hub also emphasizes prototype development, fundamental research across various industries, commercialization and IP management of research findings, and participation in national and international projects to create a unique blue economy hub and expand global networking.

项目案例: 蓝色创新中心

蓝色创新中心是由顶级学术实验室和帕特拉斯科学园联合发起的，目的是利用研究成果，促进蓝色增长领域的创新、新产品开发以及商业伙伴关系的建立，为其成员创造新的研发、技术和创业合作机会。它创造吸引新科学家、研发中心、企业、实验室与产业之间紧密联系的条件，承担国家级领先创新项目，并建立国际级别合作关系，开发原型产品、概念、应用，进行各种工业领域和研究领域的基础研究，商业化和研究结果的知识产权管理，与产业合作，参与国家和国际项目，增加网络链接，创建特色蓝色经济中心。

Areas of Cooperation

- Developing and testing new products and applications based on blue growth, such as marine biotechnology, aquaculture, renewable energy, maritime transport, etc.
- Creating and strengthening bonds between academic labs and industry in both countries, through joint projects, technology transfer, personnel exchange, etc.
- Increasing networking and international links with other relevant stakeholders in the field of blue growth, such as policy makers, regulators, NGOs, etc.
- Promoting innovation and entrepreneurship in the blue economy sector, through coaching and mentoring, business case development, IP management, marketing and communication strategy, etc.

潜在合作领域

- 蓝色经济新产品和应用的开发和测试，如海洋生物技术、养殖业、可再生能源、海上运输等。
- 通过联合项目、技术转移、人员交流等方式，创建并加强两国研发实验室与工业的联系。
- 增加与蓝色增长领域其他相关利益相关者的国际联系，如政策制定者、监管机构、非政府组织等。
- 通过辅导、案例开发、知识产权管理、市场营销和推广策略等，促进蓝色经济领域的创新和创业。

Website: <https://psp.org.gr>

The Agri-food Sector in RWG

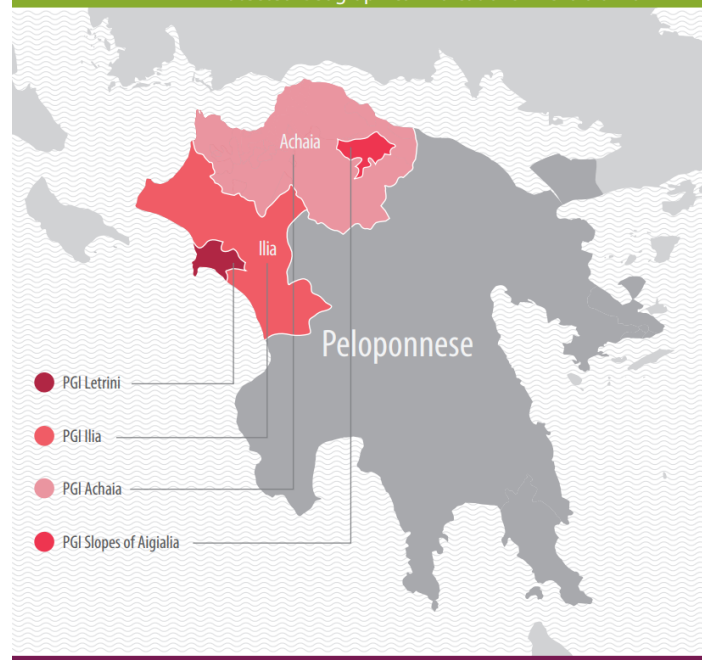
The agri-food sector is pivotal in Western Greece, renowned for its quality goods production and traditional agricultural products, including PDO-PGI products. The region's soil enables diverse crop production. Challenges facing the sector include digital transformation, integration of innovative technologies, reducing worker average age, and retaining youth in rural areas. Contributing significantly to the region's economy, the primary sector employs 27.7% of the workforce, generates about 10% of company turnover, and contributes 21.1% to the RWG's GVA. The primary sector is a priority for the Region of Western Greece. Substantial financial tools are available at national and European level, that have been scheduled for the current and the 2021-2027 Programming Period. Every €1 million investment boosts the GDP by €1.4 million and creates 56 jobs.

西希腊农业食品领域

农业食品领域在西希腊占据主导地位，该地区以生产高质量、营养价值显著的商品以及特定农产品（如草莓）和许多原产地保护名称（PDO）-地理标志保护（PGI）及传统产品而著名。西希腊地区的土壤适合进行频繁的土地利用交替和密集的农作物生产，为生产出的产品提供了显著的差异化可能性。该领域面临着重大挑战，包括数字化转型、在生产和食品加工的价值链中集成创新技术、降低劳动力的平均年龄、留住农村地区的青年人等。农业食品领域对西希腊大区的主要经济贡献显著，它雇佣了该区域27.7%的员工，产生了约10%的营业额，并贡献了21.1%的生产总值。该领域是西希腊地区的优先发展领域，因此，国家和欧洲级别的财政支持已经安排在当前和2021-2027发展议程内。该领域每投资100万欧元，区域GDP将增加140万欧元，并创造56个新的工作岗位。



WINE MAP - Protected Geographical Indications - Achaia & Ilia



The PDO and PGI wines of Western Greece

Achaia and Ilia in Western Greece, though lesser-known, are remarkable wine regions with a rich history not just in winemaking but also in general historical terms. Over centuries, these areas have been the birthplace of unique, superior wine styles and numerous rare grape varieties with exceptional quality potential. Their varied terroirs, shaped over millions of years, present a challenging landscape that has been skillfully translated into sublime wines. These regions do not need to contrive a personality for their wines; they merely need to let their inherent character be recognized globally.

西希腊的原产地保护名称（PDO）和地理标志保护（PGI）葡萄酒

尽管并不广为人知，但位于西希腊大区的阿卡亚和伊利亚实际上是两个卓越的葡萄酒产区。这些地区不仅在葡萄酒制造历史上，而且在整个历史进程中都有丰富的传统。几个世纪以来，这些地方一直是当地生产者创造出独特且杰出葡萄酒风格的地方。过去的千年里，这些地区诞生了许多稀有的葡萄品种，这些品种拥有惊人的质量潜力。经过数百万年，这些地区形成了丰富多样的风土条件，创造出了复杂但充满挑战，甚至极端的景观，这些都被生产者通过葡萄品种精心转化为了卓越的葡萄酒。阿卡亚和伊利亚不需要努力去塑造或设计他们所生产的葡萄酒的个性，他们需要做的只是让这种天赋个性流动到全球各地。

Areas of Cooperation

- Promoting wine tourism in Western Greece, experiencing the culture, gastronomy, and natural beauty of the region, as well as learning about its unique wine styles and varieties.
- Developing joint study and innovation projects on wine production, marketing, and consumption, sharing knowledge and expertise between Greek and Chinese experts and institutions.
- Promoting Western Greek wines to China's market.
- Investing in the wine industry in Western Greece.

潜在合作领域

- 推广西希腊的葡萄酒旅游，体验该地区的文化，美食和自然美景，以及了解其独特的葡萄酒风格和品种。
- 开展关于葡萄酒生产、市场营销和消费的联合研究和创新项目，在希腊和中国的专家和机构之间分享知识和专业技能。
- 推广西希腊葡萄酒进入中国市场。
- 投资西希腊的葡萄酒产业。

Website: <https://winesofwesterngreece.com>



Rezos Brands

Rezos Brands is a leading company in the food and beverage sector in Greece, founded in 1983 in Patras, Western Greece, with a vision of creating innovative and high-quality products. Rezos Brands has a portfolio of more than 20 brands, including international ones such as Boost Drinks, Superfood Beers, and StayOn, as well as local ones such as Rezos Coffee, Rezos Tea, and Rezos Water. The company operates in various categories, such as coffee, tea, water, energy drinks, isotonic drinks, beers, wines, spirits, and snacks. Rezos Brands is committed to promoting the competitiveness of Europe and supporting sustainable economic growth and job creation. The company collaborates with start-ups, SMEs, educational institutions, and the third sector to foster innovation and social responsibility in the food and beverage industry.

瑞佐斯品牌

Rezos Brands 是希腊食品和饮料行业的领先企业，该公司于1983年在西希腊的帕特雷市成立，致力于生产创新和高质量的农产品。Rezos Brands 的品牌组合超过20个，包括Boost Drinks, Superfood Beers 和StayOn等国际品牌，以及Rezos Coffee, Rezos Tea 和Rezos Water等本地品牌。该公司经营各种类别的产品，如咖啡，茶，水，饮料，啤酒，葡萄酒，烈酒和零食。Rezos Brands 致力于提升欧洲的竞争力，支持可持续的经济增长和就业创造。该公司与初创公司，中小企业，教育机构以及第三产业合作，以促进食品和饮料行业的创新和社会责任。



1st European Innovation Award to Rezos Brands
for the Hippocrates Farm Project.

Rezos Brands & "Hippocrates Farm" at the top of Europe in Agriculture
Services / Functional Food



HEALTHYDIET
AWARDS 2020



Innovation and Sustainability

At the heart of Rezos Brands' innovation is its commitment to producing high-quality products while ensuring sustainability.

- Employs state-of-the-art production processes, using advanced automation technologies to enhance quality and efficiency of products while reducing waste and environmental impact.
- Utilizes cutting-edge digital solutions to better understand consumer behaviors and preferences, aiding in tailored product development and marketing.
- Innovative packaging technologies are incorporated, ensuring longer product freshness and reducing preservative use, allowing healthier consumer options.
- Advanced technology is leveraged for fruit dehydration, using a unique low-temperature process that preserves fruit taste, color, and nutritional content. The process is energy-efficient, emphasizing sustainability.
- Committed to waste reduction and circularity, transforming production waste into valuable resources, repurposing by-products, and prioritizing recyclable packaging.
- Apply waste-to-energy technology, converting organic waste into bioenergy reducing their carbon footprint, enhancing operational efficiency, and providing sustainable energy.

技术创新与可持续发展

Rezos Brands致力于创新，以生产高质量的产品，保障可持续发展为使命。

- 使用先进的自动化技术的生产过程，提高产品质量和效率，同时减少废物和环境影响。
- 利用尖端的数字技术了解消费者的行为和偏好，有助于量身定制的产品开发和营销。
- 引入创新的包装技术，确保产品的新鲜度更长，并减少防腐剂的使用，让消费者有更健康的选择。
- 利用先进的技术进行水果脱水，采用独特的低温处理过程保留水果的味道、颜色和营养。这种技术能效高且低碳环保。
- 致力于减少废物和循环利用，将生产过程中的废物转化为有价值的资源，重新利用副产品，并优先使用可回收包装。
- 采用废转能技术，将有机废物转化为生物质能源，减少碳足迹，提高运营效率，提供可持续的能源。

Areas of Cooperation

- Technology Exchange: engage in an exchange of technical knowledge and skills, particularly in the areas of circularity, consumer behavior analysis, innovative packaging, and waste-to-energy conversion.
- Joint Product Development: collaborate on developing new products that cater to the taste and preference of the Chinese market, leveraging Rezos's advanced production technologies and expertise in the food and beverage sector.
- Market Expansion: partner with Chinese companies to promote and distribute its products, developing new products that cater to the preference of the Chinese market.
- Sustainability Initiatives: jointly advance sustainable practices in the Chinese food and beverage industry.
- Capacity Building: training to promote healthy and sustainable food consumption and production, as well as cultural exchange and mutual learning between Greece and China.

潜在合作领域

- 技术交流：在循环经济、消费者行为分析、创新包装和废物能源转化等领域进行技术知识和技能的交流。
- 市场拓展：与中国企业合作，推广和分销其产品，共同开发适合中国市场需求的创新产品。
- 可持续性倡议：共同推进中国食品和饮料行业的可持续性实践。
- 能力建设：联合培训课程，促进健康可持续的食品消费和生产，以及希腊与中国之间的文化交流和互相学习。

Website: <https://rezosbrands.com>

Georion Ltd

Georion Ltd is an innovative company working in agriculture for the production of soft fruits and vegetables. The company's main activity is the production of propagating material which through a sophisticated system of traceability and Logistics accomplishes their distribution in Greece and abroad. The company has a Research and Development department (R&D) that is constantly looking for improving existing activities as well as testing new production techniques, varieties and propagating methods. The company's Geotechnical Support Department directs producers to face the traditional geotechnical problems such as crop protection and nutrition of their crops, thereby improving production quality, always respecting the sensitive agri-environmental profile of the region.

Georion有限公司

Georion有限公司是一家创新型企业，致力于浆果和蔬菜的农业生产。公司主要从事品种繁殖材料的生产，通过一套先进的可追溯和物流系统，在希腊国内外进行分销。公司设有研发部门，不断探索改进现有产品，并测试新的生产技术、品种和繁殖方法。同时，公司的地质技术支持部门协助农民解决传统的地质问题，如作物保护和营养，以提升生产质量，始终尊重该地区敏感的农业环境特征。



Innovation and Sustainability

Georion Ltd specializes in the production of high quality crops for the European market, with a focus on soft fruits and vegetables. One of its main products is strawberry, which is grown in the north part of Eleia prefecture, one of the most dynamic regions in Greece for this crop. Georion Ltd has more than 2 hectares of experimental area using the most advanced production systems for soft fruit (e.g. strawberry). The company conducts research and development to assess new varieties and growing methods for crops like strawberries. The company strives to provide high-quality, safe, and sustainable products and services to its customers. Their primary goals include developing production systems, economically viable cultivation techniques, and applicable knowledge for commercial-scale farming. They test new varieties and integrate them into existing systems, trial advanced production methods with a focus on high-value soft fruit, and foster international cooperation to enhance Greek crop competitiveness, especially in soft fruit.

技术创新与可持续发展

Georion有限公司专注于生产高品质农产品，主要销往欧洲市场，特别注重浆果和蔬菜领域。其中，草莓是其主打产品之一，该公司位于希腊Eleia地区北部，这一地区在草莓种植领域非常有活力。Georion有限公司拥有超过2公顷的实验区，采用最先进的浆果（例如草莓）生产系统。该公司致力于通过研发，评估草莓等作物的新品种和种植方法。其目标是向客户提供高品质、安全、可持续的产品和服务。公司主要关注开发生产系统、经济可行的种植技术，以及商业化规模的适用知识。他们测试新品种并将其整合到现有系统中，试验以高价值浆果为重点的先进生产方法，并加强国际合作，提升希腊浆果等农产品的竞争力。

Areas of Cooperation

- Exchange of Knowledge: collaborate with Chinese institutions, sharing knowledge and expertise in soft fruit cultivation, sustainable practices, and advanced production systems.
- Technology Transfer: collaborate with Chinese companies to transfer technology, provide training on efficient cultivation techniques, and implement traceability systems for quality control.
- Soft Fruit Cultivation: share its expertise in variety selection, growing techniques, and post-harvest handling to enhance the quality and yield of soft fruit crops.
- Sustainable Agriculture: collaborate with Chinese partners to develop and implement eco-friendly farming techniques, optimize resource utilization, and reduce environmental impacts in agricultural production.

潜在合作领域

- 知识交流：与中国机构合作，分享浆果种植、可持续农业和先进生产系统方面的知识和专业知识。
- 技术转移：与中国公司合作，进行技术转移，提供高效种植技术培训，并实施可追溯性系统以进行质量控制。
- 浆果种植：分享品种选择、种植技术和采后处理方面的专业知识，提高中国浆果作物的品质和产量。
- 可持续农业：与中国伙伴合作开发和实施环保的农业技术，优化资源利用，减少农业生产对环境的影响。