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BRAND EU– SECOND TRANSNATIONAL MEETING **Rethymno - 26-29th June 2019** **PROGRAMME**

26th June 2019

Arrival of the delegations

20.00 - Dinner at Theartemis Palace hotel

27th June 2019

Venue of the meeting: Theartemis Palace hotel

09.30 -11.00 **First coordination meeting session**

- Evaluation of the first seminar in Trollhättan
- Planning of the next training seminar in Italy

11.00-11.15 coffee break

11.15-12.30 **Second coordination meeting session**

- Financial aspects and reporting

13.00 Lunch Theartemis Palace hotel

14.30 Presentation of Rethymno branding activities

16.00-18.00 Study visit for the peer review - Guided tour at Rethymno's historic center

18.30 Dinner at Petite Fleur

28th June 2019

Venue of the meeting: Agreco Farm

09.30 – Study Visit for the peer review - visit Arkadi monastery, Eleftherna museum

13.30 - 14.00 Study visit organic Agreco Farm - Lunch at Greotel's Agreco Farm

14.30-16.30 **Third coordination meeting session** - Agreco Farm

- Evaluation of the peer review
- Place branding strategies at local level

20.00 Free dinner