



MedBEEsinessHubs

PRESS RELEASE

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The sweet story behind **MedBEEsinessHubs**

The sweet story of the **MedBEEsinessHubs** project began in September 2021 when our team officially kicked off its activities. Our main aim is to support deprived rural communities in the Mediterranean regions of Cyprus, Egypt, Italy, Lebanon and Palestine by pairing up with honeybees.

We want to bring the honeybee and locals, hand-in-hand, to create artisanal BEEsinesses that handcraft the bee golden gifts into a diverse range of end products such as food, cosmetics, household gifts, or simply honey blended into an authentic Mediterranean recipe.

Over the next two years:

- ✓ We will empower locals, primarily women and youth, through coaching and capacity building;
- ✓ We will fund a number of them in setting up their own bee-business through sub-grants;
- ✓ We will assist them in teaming up with local authorities in order to turn their region into a honeybee comb, made up of a cluster of microSMEs in the honey-BEEsiness in each region building sustainable tourism destinations in that process;
- ✓ We will then enable them to establish their bee hive, the **MedBEEsinessHubs**, where cross pollination will begin and cross-border cooperation will be achieved among regional stakeholders and microSMEs in the honeybee handcraft clusters;
- ✓ And of course, throughout this attempt, we will help the endangered honeybee survive and continue giving food and life on earth.

Too ambitious, one might say... Well, we are determined to give **MedBEEsinessHubs** a chance!

If you want to learn more on us, please feel free to contact Demetra Palaonda, **MedBEEsinessHubs** Project Manager at the Cyprus Chamber of Commerce & Industry (demetrap@ccci.org.cy, tel. +357-22889713). You can also follow us on [Facebook](#).

The project entitled “*Mediterranean Bee Hubs in support for sustainable economic prosperity in deprived rural areas*” (**MedBEEsinessHubs**), is co-funded by the EU under the ENI CBC MED Programme with a total budget of €1,110,609.71 and a co-financing of €999,548.74 (90%). The **MedBEEsinessHubs** project team is led by the Cyprus Chamber of Commerce and Industry (Cyprus), while it consists of five more partners: A.M. Filagrotiki Consultants (Cyprus), Confederation of Egyptian-European Business Associations (Egypt), Arab-Italian Cooperation Chamber (Italy), Chamber of Commerce, Industry & Agriculture Zahle & Bekaa (Lebanon), and Palestinian Businesswomen’s Association ASALA (Palestine).

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