



# Επιμελητήριο Κυκλάδων

ΕΤΟΣ ΙΔΡΥΣΕΩΣ 1836



# Cyclades Chamber of Commerce

ESTABLISHED 1836

# Our Vision



- The vision of the Cyclades Chamber is to offer a superior authentic culinary experience to our visitors through the evolved Aegean Cuisine network and the Cluster for Cycladic products, so as to encourage a powerful and lasting appreciation of and preference for our local products.
- Visitors will actively seek them out and become "ambassadors" of the gastronomic richness and culture of the Cyclades and the Aegean as a whole.

## Tradition and Quality

- Consumers increasingly prefer traditional local foods that are often considered to be of higher quality
- International research has shown that 30% of European consumers are reported to have the origin of products as their main criterion, while 76% said they are consuming traditionally produced products.
- For one in two visitors (46.68%) of Cyclades, local gastronomy was a very important criterion for choosing their travel destination





# What is “Aegean Cuisine”

A **network** of certified member-businesses

- *restaurants*
- *producers*

**With the aim to:**

- *offer visitors the original Aegean experience through the wealth of local gastronomy*
- *Promote the authenticity and quality of local products,*
- *attract thematic tourism to our islands*



## How was the idea born

*The Aegean Cuisine network started operating in 2007.*

### **Today:**

- *It's run by the **Cyclades & Dodecanese Chambers of Commerce***
- *with the support of the **South Aegean Region.***
- *The long-term goal is for the **Aegean Cuisine network to expand in the North Aegean Region.***



## Certified restaurants in Cyclades

- *171 restaurants in Cyclades have been awarded the Aegean Cuisine sign,*
- *according to quality standards*
- *established by TUV HELLAS through in-situ inspections*
- *and a team of gastronomy experts.*



# Aegean Cuisine Recommended products

*At the same time*

- *387 products of*
- *81 local producers*
- *have been awarded with the “Aegean Cuisine Recommended” sign*

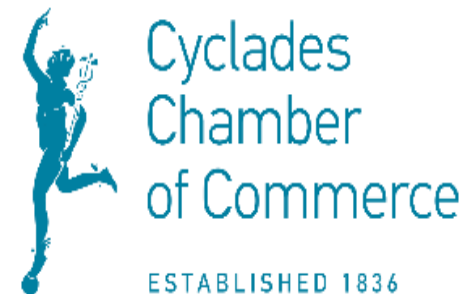






HELLENIC REPUBLIC  
**MINISTRY OF  
ECONOMY & DEVELOPMENT**

**DEVELOPMENT PROGRAM OF SPECIAL PURPOSE OF SOUTH AEGEAN  
PUBLIC INVESTMENT PROGRAM - NATIONAL RESOURCES**



***“Cluster for Cycladic products in the natural nutrition (agri-food)  
and gastronomy sector”***

*Part of the evolved Aegean Cuisine Network of the Cyclades Chamber of Commerce*



## The Purpose

- To create an innovative business cluster as part of the **Aegean Cuisine Network in the Cyclades**, with the participation of local businesses that are active in agri-food and gastronomy sector, by **joining forces** in order to have a more effective promotion of their products and to achieve their entrance in new markets
- The cluster, within the gastronomy tourism sector, has potential as a source of jobs, entrepreneurship and innovation for Cyclades
- The Cluster for Cycladic products will act as a **Pilot** for all regions of the country where agri-food producers are looking to penetrate into new, promising markets.

# Project Environment



A continuous, dedicated **support process for cluster members** including guidance, seminars, coaching etc.



A **network of vending machines** selling specialty local products at the main entrance/exit gates of the Cyclades region



A **centrally-located logistic center** in Attica that will serve as wholesale distribution center for mainland Greece



Special **sale points**, located amongst the most visited islands, that will provide an authentic Aegean taste experience to visitors



An **e-shop** for the promotion of local products **based on B2B and B2C** development models for both business and consumers

# Project Environment



A two-pronged approach will be adopted to better promote the Project as well as the Cycladic products:

- A) a cooperative network of institutions, organizations and enterprises that will join forces to enhance the project realization through synergies
- B) a comprehensive, multi-faceted awareness campaign will roll-out in stages, both locally and internationally in order to spread the message

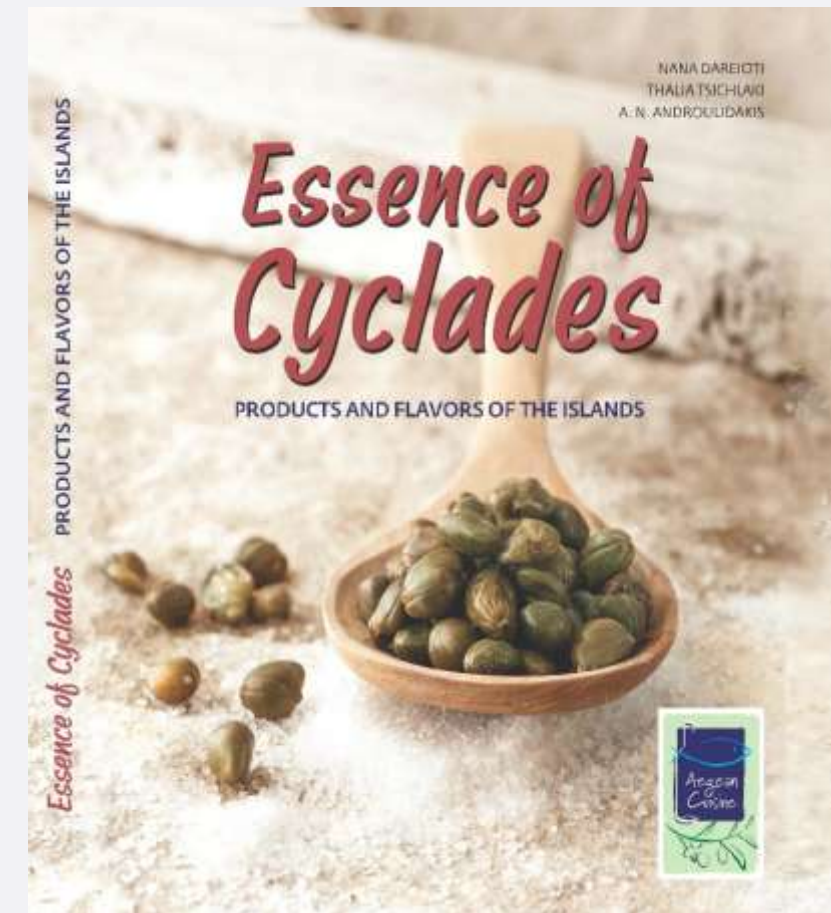
# Project Status



Preliminary studies and surveys were currently finalized under the objective to prioritize the potential of product categories, the target audiences and markets, more specifically:

- Complete analysis of local producers and products
- Visitors' satisfaction from the offered gastronomic experience in Cyclades
- Local products penetration with regards to e-market category
- Strategic approach for the entrance of local products into the cruise market
- Business plan

Research of the real estate market for Logistic Center premises in Piraeus (near to the Port area) along with the research for two sales points in Cyclades islands



«**Essence of Cyclades**» is a unique listing of all products produced in each one of the 24 Cycladic islands, accompanied by traditional recipes.

**Available in Greek and English.**

[www.aegeancuisine.gr](http://www.aegeancuisine.gr)





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**Thank you  
for your attention.**