



**KICK-OFF CONFERENCE**  
**20 February 2009, Hódmezővásárhely, Town Hall**

**9<sup>30</sup> 10<sup>00</sup>** Registration, morning coffee

**Moderator** of the conference: **Angèle Martinez, EU and interregional cooperation expert**

**10<sup>00</sup>-10<sup>20</sup>** *Welcome and opening speech by **dr János Lázár, mayor, Hódmezővásárhely***

**10<sup>20</sup>-10<sup>25</sup>** **István Almási, Deputy-Mayor, Hódmezővásárhely**  
*The traditions of the Ceramics and small crafts in Hódmezővásárhely*

**10<sup>25</sup>-11<sup>00</sup>** **Hen Gerritse, EU expert, former INTERREG deputy programme director**  
*The added value of Interregional Cooperation: 8 reasons for participating*

**Béla Hegyesi, National Contact Point for the INTERREG IVC Programme - representing the INTERREG IVC Secretary**  
*Priorities of the INTERREG IVC Programme and relevance of CeRamICa*

**11<sup>00</sup>-11<sup>15</sup>** **János Sára, deputy head of Department for Territorial Development, Hungarian Ministry for National Development and Economy**  
*The added value of CeRamICa in relation to Hungarian development policy*

**11<sup>15</sup>-12<sup>00</sup>** Coffe Break and press conference

**12<sup>00</sup>-12<sup>15</sup>** **Representative of the project partners' mayors, Damijan Jaklin, mayor, Velika Polana (Si)**  
*The importance of participating in an international project – what can we win and what can we learn from each other?*

**12<sup>15</sup>-12<sup>30</sup>** **Representative of the CeRamICa partners, Eduardo Nogueira, town councillor, Alcobaca (Pt)**  
*Being part of an interregional partnership – what do we have in common and why do we want to cooperate?*

**12<sup>30</sup>-12<sup>45</sup>** **Zoltán Hegedűs, Representative of Hódmezővásárhely**  
*The importance of the ceramics and small crafts sectors in the local culture and economy – what Hódmezővásárhely expects from CeRamICa*

**12<sup>45</sup> -13<sup>00</sup>** **Anikó Varga, Project manager of CeRamICa**  
*Achievements of the a CeRamICa project? – outputs and results*

**13<sup>00</sup>-13<sup>15</sup>** **Questions and answers, closing remarks**

**13<sup>15</sup>-14<sup>30</sup>** Lunch

The official languages of the conference are English and Hungarian. English-Hungarian and Hungarian-English translation will be available. Brochures on related activities and programs of partner cities/organisations can be disseminated at the conference.