



CTO's Successful Event for the European Program European Destinations of Excellence "EDEN"



The Cyprus Tourism Organisation (CTO) has organized a special Event for the successful implementation of the European Project "European Destinations of Excellence" "EDEN" which, by means of a challenging national competition, resulted in the selection of Agros as the "Best Tourism and Intangible Heritage Destination" in Cyprus, for its Rose Festival.

In the welcome speech of the CTO Director General, Ms. Phoebe Katsouris, great emphasis was given on the importance of the EDEN Project, at a pan-european level, regarding tourism and intangible heritage initiatives. The Project was presented by Ms. Maro Kazepi, Tourist Officer Strategic Planning Department CTO - EDEN Project Manager, who described the various EDEN activities including promotional actions, undertaken by CTO, such as the development of the Cyprus EDEN logo, a website www.cyprus-eden.com, brochure and DVD. She also highlighted CTO's participation at the EDEN Exhibition and Awards Ceremony, honored by the European Commission's Vice-President and Commissioner Mr. Verheugen, during the European Tourism Forum 2008 which took place last September in France. Promotional DVD for the Cyprus EDEN winning Destination, developed by the European Commission, was also presented.

The Award Ceremony was honored by the Minister of Commerce, Industry and Tourism, Mr. Antonis Paschalides, who presented a Plaque to Agros- "Best Tourism and Local Intangible Heritage Destination" in Cyprus, for its Rose Festival as well as Diplomas to the 2 candidates: Marathasa and Solea. The Minister emphasized the importance of the participation of Cyprus in such European programs, which contribute to the promotion of destinations of excellence and congratulated the Cyprus Tourism Organisation for the successful implementation of the EDEN project for a second consecutive year.

Such achievements in european programs are a great honor for CTO and will be exploited for the promotion of Agros, exchange of experiences as well as for further tourism cooperation within the work program and activities of EDEN Network, in which CTO is member.



Pictured after the Cyprus EDEN Award Ceremony [left to right]: Ms. Maro Kazepi -EDEN Project Manager, Strategic Planning Department CTO, Mr. Eliades - Solea, Ms. Georgallides- Marathasa, Mr Papachristoforou - President of Agros and Mr. Antonis Paschalides -Minister of Commerce, Industry and Tourism.

