**6th WORKING MEETING IN ROMANIA**

**6-10 June 2022**

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| **Date** | **Activity** | **Description** | **Obs** |
| Sunday 5th June 2022 | Arrival of the delegations  Check in at the hotel | Arrival at **“Avram Iancu”International Airport-Cluj Napoca**  **Hotel Bistriţa-** <http://www.hotel-bistrita.ro> | Transfer to Bistriţa if requested  We will try to find host families for the Portuguese students |
| Monday 6th June 2022 | 1. Welcome activity at school  2. Final fair of the 6 products at school  3. “Get to know each other” –activities for students  4. Afternoon walk around the city | -meeting the headmaster, the school inspector responsible with European projects  - each partners will bring samples of their products to school the Romanian students and teachers the product and its uses  -students will attend some ice breaking games and activities  -treasure hunt activity | -the partners can send samples of their products before arrival (by post)  -helped by local volunteers associations we will organize a treasure hunt around the city |
| Tuesday 7th June 2022 | 1. Presentations of partners’ works:  - “**Plums and how we use them**”  2. Presentation of the coordinator school on **Marketing**  **3.Workshop for students:** draw an advertisement for our company  4. **Workshop for students**: create a facebook/instagram page for our company  5.Free time in Bistriţa | - each partner will prepare a presentation about the way they use plums  -the Romanian team will have a specialist talk about marketing  -the students will work in groups to draw/ paint/design digitally an advertising poster for our transnational company  - how to use social networks for advertising  -dinner for teachers | - students have to do some research about what a good advertisement needs  -they also have to include and connect all the 6 products  -students will spend the afternoon and evening with their Romanian peers |
| Wednesday 8th June 2022 | Field trips- small business good practices examples  1. Atelier de pâine tradiţională-Prundu Bârgăului  2. Colibiţa Lake | - family business-traditional bread  -walk around the lake | -students will have the chance to bake different types of Romanian traditional bread  -lunch at Colibiţa (maybe a picnic) |
| Thursday 9th June 2022 | One day trip to Salina Turda and Cluj-Napoca | -visit Salina Turda ( Turda Saltmine)  - visit Cluj Napoca | -packet lunches  - late lunch in Cluj Napoca |
| Friday 10th June 2022 | 1. teachers’ meeting to talk about the **final report**  2. students -cinema | -the teachers will start filling in the draft of the final report  - students will go to the cinema, accompanied by the Romanian students | - each coordinator will receive a draft of the final report before attending the meeting and they will have some ideas prepared beforehand  - some delegations might leave on Friday |
| Saturday 11th June 2022 | Departure of the delegations |  |  |

Activities in the application form:

Part A: About the process for setting up our common enterprise: MARKETING DEPARTMENT

-Identifying the target customer groups

-Promoting the brand

-Designing a catalogue with the six products

- Finding the channels to advertise and promote the six products

- Advertising campaign ( printed advertisments, radio spots, video spot, commercials etc)

- Manage long-term strategic goals

Part B: About the specific product that has been chosen by the local school: - TRADE FAIR OF ROMANIAN PLUM JAM (Bistrita-Nasaud's SILVOITA) based PRODUCTS-CONSUMPTION HABITS FOR ROMANIAN PEOPLE

- Presentation of the products of each country partner, by bringing real products with the aim to be tasted for packaging, transforming or direct consumption. Or, by showing videos, slides or other information supports which could help to the rest to understand how it works, how it is made or factual uses of the product in the origin country. supports which could help to the rest to understand how it works, how it is made or factual uses of the product.