



EU SUPPORT TO THE TOURISM SECTOR

Tourism is a dynamic industry which accounts 4% of the European Union's GDP with 8 million Europeans employed in the tourism sector. As part of the Lisbon Strategy the Commission has proposed a new EU Tourism Strategy recognising the importance of tourism to generate employment and growth. While in most cases tourism is a local issue, a cohesive European policy is necessary to boost the competitiveness of the industry.

In Ukraine the EU is supporting a number of measures, through its cross-border co-operation programmes to support tourism and use it as a channel to promote economic development.

The EU is supporting two major cross-border tourism projects in Yaremche. These projects "Transfrontier tourism development and promotion network in Ivano-Frankivsk, Ukraine and Maramureş, Romania" which is developing an Ecotourism Visitor Centre in Yaremche and "Bikeland" which is creating and maintaining of a network of biking and hiking routes in the region were recently visited by a group of EU Ambassadors (see below).

The EU is also funding a tourism project entitled "Foundation of International Ukrainian- Polish Association of Mountain Guides in Carpathian Mountains". With the Lviv Association for Tourism Development, the project aims to establish an association of mountain guides in order to exchange experience and information and to promote the harmonisation of routes and signing on both sides of the border.



EU AND EC OFFICIALS IN BIKELAND

On 21 May, 2009, in Yaremche (Ivano-Frankivska region) the Head of the Delegation of European Commission to Ukraine José Manuel Pinto Teixeira and other EU Ambassadors and officials visited two EU-funded projects: "Bikeland" and "Transfrontier Tourism Development and Promotion Network Programme".

The "Bikeland" programme is implemented by several partner organisations including the Carpathian National Nature Park, several local NGOs and Romanian partner organisation Asociația Pentru Turism, Cultura și Tineret within the framework of the Romania-Moldova-Ukraine Cross-Border co-operation Programme.

Started on July, 2008 the "Bikeland" programme will last 24 months.

The target groups are Ukrainian and foreign tourists and local businessmen. The overall objective of the project is to attract Ukrainian and foreign tourists towards ecologically safe, accessible and active recreation in the Carpathian region outside the winter season.

The "Transfrontier Tourism Development and Promotion Network Programme" is implemented by the Tourist Association of Ivano-Frankivsk Region as a principal partner also in the framework of the Romania-Moldova-Ukraine Cross-Border Co-operation Programme

Started on July, 2007, the programme is to end on December, 2009. The target groups are officials of Ivano-Frankivsk region and Maramureş County, representatives of nature protection institutions, business support organisations, tourist support organisations and local tourist service providers. The overall objective of the project is to create the enabling conditions and framework for cross border tourism development between boundary regions of Ivano-Frankivsk in Ukraine and Maramureş County in Romania.

The presentations were also attended by Leigh Turner Ambassador of the United Kingdom of Great Britain to Ukraine, Haris Dimitriou Ambassador of Greece to Ukraine and Erdogan Iscan Ambassador of Turkey to Ukraine, as well as the Deputy Head of Yaremche city Administration Igor Gladyshev and the Deputy Head of Ivano-Frankivsk Regional Administration Volodymyr Shkvarlyuk.

During the visit, the representatives of the "Bikeland" and "Transfrontier Tourism Development and Promotion Network Programme" made presentations on the projects' status and results.

After the presentation, a press-conference took place, covering the most important questions of EU-Ukraine tourist projects, development of transborder tourism and green tourism in Ukraine and EU support for local tourist programmes.



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EU-FUNDED PROJECT NEWS

TAIEX WORKSHOP ON EU REQUIREMENTS FOR IMPORT OF ANIMAL PRODUCTS

A TAIEX Workshop on EU Requirements for Import of Animal Products was held in Kyiv at the President hotel on 19 May, 2009. The workshop was organised at the request of the Ukrainian Agribusiness Club under support by the Ministry of Agrarian Policy. The target audience of the workshop consisted of the representatives of the Ukrainian private companies, veterinary services, and the press.

Experts from EU Member States national authorities (e.g. the Federal Agency for the Safety of the Food Chain, the Netherlands Food and Consumer Product Safety Authority) and the European Commission's Directorate-General for Health and Consumer made detailed presentation on EU food safety system and requirements to the third countries for import of animal products.



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STATE BORDER GUARD SERVICE OF UKRAINE STRIVES TO BECOME EU COMPLIANT

On 22 May, 2009, the State Border Guard Service (SBGS) of Ukraine in partnership with the European Union (EU), the U.S. Department of State, and the International Organization for Migration (IOM) held the Second International Border Management Legal Reform Conference in Kyiv with support from the EU-funded and U.S. co-funded project titled "Improving Integrated Border Management: Follow-up to Reinforcing the State Border Guard Service of Ukraine Human Resources Management – HUREMAS 2" to solicit the continuing support of government of Ukraine bodies and parliament in the strengthening of Ukraine's border management legislation in line with EU standards.



Head of Operations of the Delegation of the European Commission to Ukraine Laura Garagnani opened the conference, which was moderated by Deputy Head of the State Border Guard Service of Ukraine Oleksandr Melnykov and featured keynote speeches by representatives of the Cabinet of Ministers of Ukraine and Verkhovna Rada of Ukraine, as well as presentations from a wide array of practising specialists including the IOM, U.S. Department of State, Hungarian National Police, UNHCR, FRONTEX, EUBAM, and the SBGS.

EU and national experts engaged in lively discussion on existing legislative gaps, specific laws crucial to the development of the SBGS as a de-militarized, uniformed law enforcement agency, the experience of border guard structures in EU Member States such as Hungary and Poland in approximating relevant national legislature to the *acquis communautaire* and Schengen Border Code, as well as prospects and opportunities for future collaboration to enhance relevant legislation.

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EU AMBASSADORS AND UN OFFICIALS INAUGURATE SCHOOL BUS IN TERNOPIL REGION

On 23 May, 2009, the community of Vyshgorodok (Lanovetski district, Ternopil region) welcomed the high level delegation of donors and local partners to participate in the ceremony of inauguration of the school bus. The micro-project on procurement of the bus was designed by the organisation of local community "Nadiya" within the framework of its cooperation with EU-UNDP Community Based Approach to Local Development Project.



The handover ceremony was attended by Ambassador José Manuel Pinto Teixeira, Head of the European Commission Delegation to Ukraine, Swedish Ambassador Stefan Gullgren, British Ambassador Leigh Turner and Ercan Murat Resident Representative UNDP Ukraine a.i., Joanna Kazana-Wisniowiecka, Deputy Resident Representative UNDP Ukraine. Mr. Okeksiy Kayda, Head of Regional Council was also present.

Congratulating the community, Mr. Murat said, "People should be in the centre of development processes, they should decide what they need, like this particular community did when they defined the school bus as their priority".

Ambassador José Manuel Pinto Teixeira pointed out that "there is no better way to celebrate Europe Day than to come to this village and participate in the ceremony of inauguration of this Vyshgorodok community school bus. This illustrates most vividly the dimensions of cooperation between the European Union and Ukraine". Europe Day celebrations took place in Ternopil city later that day.

The project of purchase of the news school bus was implemented with support of EU/UNDP CBA Project (UAH 77,878), Ternopil regional administration/council (UAH 25,000), Lanovetska district administration/council (UAH 52,887) and village community organisation "Nadiya" which contributed with UAH 7,790. The school bus will benefit 42 families of 8 villages whose children will now have easier and more comfortable way of transportation to local school.

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EU AND UN OFFICIALS VISIT NEWLY REFURBISHED SCHOOL IN VOLYN

On 24 May, 2009, on the occasion of the Europe Day celebrations in Lutsk, Ambassador José Manuel Pinto Teixeira, Head of the European Commission Delegation to Ukraine, Polish Ambassador Jacek Kluczkowski, Ercan Murat Resident Representative UNDP Ukraine a.i. and Joanna Kazana-Wisniowiecka, Deputy Resident Representative UNDP Ukraine visited the local school in Kysylyn which has been refurbished as part of the EU-UNDP Community Based Approach to Local Development Project (CBA).



The school, which is attended by 86 local children, had a problem of heat loss during winter. The children often got sick due to low temperature in the classroom and their attendance was poor. The community organisation "Stohid" developed a proposal to replace the doors and windows in the school which was realised with funding from the EU-UNDP CBA project.

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EU-FUNDED PROJECT ANNOUNCEMENTS

4 JUNE, 2009, ODESA OBLAST

Launch presentation of the project "Implementation of Ukraine's commitments under WTO and ENP frameworks in the rural sector (Sector Wide Approach)" in Odesa oblast

The Odesa component of the project will be jointly presented by Mr. Mykola Kiseolar, Deputy Head of the Odesa Oblast Administration, Mrs. Valentyna Zavalevska, Deputy Minister of Agrarian Policy, Ms. Claudia Fischer, Head of Operations Section II, Delegation of the European Commission to Ukraine, and Bohdan Drozdowskij, the project team leader. The event will be attended by Ukrainian and foreign experts implementing the project, representatives of agricultural and rural NGO's, local authority representatives and agro-businesses.

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5 JUNE, 2009, MINISTRY OF TRANSPORT, KYIV

Final Steering Committee and Closing Press Conference of Twinning Project "Harmonisation with EU Norms of the Legislation and Standards of Ukraine in the Field of Civil Aviation"

The press conference will take place in Room 326 of the State Aviation Administration from 14:00 in the presence of Mr. Yosyp Vinskiy, Minister of Transport and Communication of Ukraine and representatives of the European Commission, France and Poland

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5-6, JUNE, 2009, CRIMEA

Visit by EU Ambassadors (Czech Republic, Poland, Slovakia, European Commission) to Simferopol and Sevastopol including a site visit to an EU-funded border management improvement authority and discussions with the Crimean authorities on a Joint Initiative to support the region.