



# Blanca Cros Moll

EUROPEAN PROJECTS

Catalan Tourist Board

<http://www.catalunya.com>



## BILATERAL MEETINGS

BUSINESS MEETINGS. Please fill the cooperation profile

**DESCRIPTION** The Catalan Tourist Board (CTB) was set up by the Government of Catalonia and is responsible for implementing the government's tourism promotion policies. The purpose of the CTB is to promote Catalonia as a leading tourist destination based on quality and the social and economic profitability of the tourism industry.

**ORGANIZATION TYPE** Other

**AREAS OF ACTIVITIES** FOOD TOURISM

TERRITORIAL MARKETING

WINE TOURISM

Offer

# CATALONIA, EUROPEAN REGION OF GASTRONOMY

Catalonia has been awarded the title of European Region of Gastronomy 2016. The first of its kind in Europe, this distinction intends to highlight and promote the variety of European food cultures, to raise awareness of healthy and sustainable food, to foster gastronomic innovation and, in short, to contribute to a better quality of life for all.

Catalonia, European Region of Gastronomy 2016, aims to:

- Foster the relationships among gastronomy, agrifood products and landscape as features that characterise, distinguish and position Catalonia in Europe and the world.
- Cultivate and consolidate gastronomy as a strategic sector for the country, involving all public and private stakeholders and agents associated with it.
- Develop synergies with other gastronomic cultures and regions in order to help preserve local agrifood heritage and promote the diversity and wealth thereof.

The award of this title is a recognition of the quality of the country's agrifood and tourism industries. It is also a unique opportunity to position Catalonia through its products and cuisine, and as a wine and gastronomy destination.

**KEYWORDS:** **FOOD TOURISM** **WINE TOURISM** **CATALONIA** **GASTRONOMY** **CATALUNYA** **EUROPEAN REGION OF GASTRONOMY**

## COOPERATION OFFERED

1. Technical co-operation
2. Other

## COOPERATION REQUESTED

1. Technical co-operation
  2. Other
-