**Joint Managing Authority and Joint Technical Secretariat of**

**Estonia-Latvia-Russia Cross Border Cooperation Programme 2007 -2013

INVITES

 to the Annual Event of the Programme**

**“Enjoy the Hansa Route through Latvia, Estonia and Russia!”**

**10 – 11 June 2013, Sigulda, Latvia**

**Annual Event aims** to promote achievements of the Estonia-Latvia-Russia Cross Border Cooperation Programme in the Programme territory, which is located in the crossroads of the European Union and Russian Federation, as well - present results of supported Projects and introduce with first results of their implementation.

**The Programme territory**, covering North and East of Estonia and Latvia and North-West of Russia, is unique in the way that the Hanseatic Cities and cities with Hansa communities from the past and the Hansa Cultural Route in this territory mostly very well coincide with the new Via Hanseatica Tourism Route and all Programmes supported tourism projects directly or indirectly are supporting development of above mentioned Routes. This coverage provides an excellent platform to link the heritage from the past with nowadays opportunities in the field of tourism by promoting the entire Programme territory.

**New Tourism Route – Via Hanseatica** will be introduced and promoted during the Annual Event of the Estonia-Latvia-Russia Cross Border Cooperation Programme. Outputs of all 8 Tourism Projects will be presented and altogether 50 Projects supported within the Programme are invited to exhibit their plans, works and results.

**Monday, 10 June -** **Conference and Panel Discussion „Support to the Cross Border Cultural and Active Tourism in Latvia, Estonia and Russia.”** will be moderated by Mr Armands Slokenbergs, Director of the Tourism Development Agency of Latvia. As well three Project Site Visits through Sigulda and Ligatne Nature Park will take place.

**Tuesday, 11 June** – **Open – Air Project Exhibition „Enjoy the Hansa Route through Latvia, Estonia and Russia!”** with an opportunity to visit the Via Hanseatica Tourism Route in one place – Castle of Livonian Order in Sigulda. Attractive guided tours will be conducted every 30 minutes and there will be the possibility to enjoy the folk music and national cuisine of Latvia, Estonia and Russia.

**Draft programme** **of the Annual Event is attached. Additional Invitation for the Exhibition will be distributed in May 2013.**

**Working language** of the event is English. Translation to Estonian, Latvian and Russian will be provided.

 **Registration deadline** - **21 May 2013. Please register your participation on-line** [HERE.](http://www.estlatrus.eu/eng/events/all_events/annual_event_of_the_programme_)

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**We look forward to seeing you in Sigulda!**

[**www.estlatrus.eu**](http://www.estlatrus.eu)

*Estonia-Latvia-Russia CBC Programme within ENPI 2007-2013 has been launched in 2010. The strategic objective of the Programme is promotion of joint development to improve competitiveness of the Region using its socio-economic potential and beneficial location on the cross roads of the EU and the Russian Federation. The specific objective is to make the wider border area an attractive place for both inhabitants and businesses through activities aimed at improving the living standards and investment climate.*