

“The Alpine – Carpathian Forum of Cooperation,” is going to take place in **Hilton Garden Inn Hotel in Rzeszów on 19-20 November 2015.**

This year’s edition of the biggest fair and conference event in the Carpathian Euroregion is going to be entitled **“Swiss quality – Carpathian space – global customer.”**

The aim of the Forum is to promote the Swiss model of the social and economic development, present the effects of the Carpathian – Alpine cooperation and the Polish – Swiss one as well as portray the growing potential of the Carpathian Brand “CARPATHIA.” One of the elements of the Brand, “the Carpathian sensorics,” is going to be present during the entire Forum.

The leitmotiv of the Forum is innovation, the application of which will strengthen the developmental chances of the Carpathian Region in the global competitiveness between the macro-regions. In 2015 we suggest a new formula of the participation in the Forum, resulting from the experience gained from the previous editions and in order to meet our partners’ and business stakeholders’ expectations and connected with the vision of the development of the Carpathian Euroregion.

Thematically, the Alpine – Carpathian Forum of Cooperation is going to be divided into three main modules and numerous interesting interactive forms of participation. We suggest new, innovative rules of cooperation and communication while organizing the Forum and participating in it. We would like it to be interactive and to be formed according to our partners’ expectations.

The best entities of the public, private and non-governmental sectors from the area of the Carpathian Mountains gathered within the “Carpathia” Brand are going to present themselves in the exhibition and fair part of the Forum.

Discussion panels, workshops and artistic performances are going to happen during the Forum. We are also planning to organize presentations and business meetings. **The Statues of the Carpathian Falcons**, the awards for the contribution to the development of the cooperation within the Carpathian, which will be presented during the "Evening Carpathian" prior to the Forum.

Furthermore, **the review of the Carpathian promotion films “CARPATHIA”** is going to take place during the Forum together with the results of the competition for the best film promoting the Carpathian Region.

The organization of the Alpine – Carpathian Forum of Cooperation is possible owing to the financial support of the Swiss Confederation within the Swiss – Polish Cooperation Programme. Thanks to it, the Association of the Carpathian Euroregion Poland has a possibility to act actively for the development of the Carpathian Region basing on the experience of the entities from the highly developed Alpine states which use the mountainous values effectively.