

European Cooperation: Thessaloniki is the first 'Authenticity'

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On 30 July 2020, under the framework of the European Cooperation Project (ECP8) 'European Network of Authenticities', the Municipality of Thessaloniki (Greece) became the first certified '**Authenticity**'.

Following a Memorandum of Understanding signed between the Hellenic Industrial Property Organisation (OBI) and the Municipality of Thessaloniki, in cooperation with the Metropolitan Area of Thessaloniki, the Chamber of Tradesmen, the Economic chamber of Thessaloniki and the Chamber of Small and Medium-Sized Enterprises of Thessaloniki, a series of IP-related awareness-raising activities will take place locally over the next two years in the newly certified Authenticity.

This European Cooperation Project aims to raise awareness of both the value of IP, and the damage caused by counterfeiting in European cities among local policymakers, businesses and, ultimately, the European public.

Thessaloniki is Greece's second city, in terms of population, and is the second largest port in the country. With its dynamic economic activity, Thessaloniki is also one of the biggest educational centres in south-eastern Europe and a well-known city for culture and tourism.

Through this project, the OBI, in cooperation with its stakeholders, will become the key national player in the fight against counterfeiting on a local level.