

Press Release 09/02/2015

We do local Sponsor of 4th Hellenic Chamber of Hotels' General Meeting

The new **We do local** tourism business standard was Sponsor of 4th Hellenic Chamber of Hotels' General Meeting, which was held on Friday 6th February at the Metropolitan Expo exhibition center in the Eleftherios Venizelos international airport, as part of the 10th International Trade Show for Hospitality and Foodservice HO.RE.CA. 2015.

Every year HO.RE.CA., the largest exhibition in Greece attracts tens of thousands of professional visitors, operating as the most effective commercial forum but also as a platform for innovative developments for the Hotel and broader Catering sectors. This year it attracted nearly 1.000 visitors. The exhibition was inaugurated by Deputy Minister of Tourism Elena Kountoura.

The professionals in the tourism sector had the opportunity to learn about the new certification standard We do local, the processes and the benefits of getting certified with it at the info desk outside the venue of the meeting.

The newly established company Local Production & Hospitality SA and the We do local standard were created by twelve significant businessmen in the tourism sector on Crete and with the following collaborators Cosmocert SA, certification services and Local Food Services sce, integrated development services, who believed in the We do local philosophy, want to change the existing background in the tourism market and support the local producers and the local society.

We do local Standard was created to certify hotels & ships which operate under a specific philosophy: 1) By spreading the local customs and traditions 2) By introducing the local cuisine 3) By supporting the local producers 4) with respect to the environment 5) By supporting the local workforce.

The businesses interested in being certified by We do local, are rewarded and promoted for their services and they also have an additional significant means of promotion.

For Further Information:

tel: +30 2810 231709, **mob:** +30 6971872663

email: info@wedolocal.gr, **web:** www.wedolocal.gr

address: 28A, Alexandrou Papanastasiou Ave. 71306-Heraklion-Crete