

Fresh, Healthy, European:

The EuropeanFruits campaign continues its dynamic presence in the Czech Republic

In a manner consistent with the objective of informing consumers about quality, safety and the value of fresh European fruits as part of a balanced diet, the **EuropeanFruits** campaign has actively pursued actions in the Czech Republic with the organization of a Press Event in Prague.

On Wednesday, September 16th, 2026, journalists, media representatives, influencers, and professionals interested in the agri-food industry and food quality, gathered at **Chateau St Havel**, within the framework of the second year of the **EuropeanFruits** campaign. The campaign is co-funded by the European Union, implemented in Greece, Poland and the Czech Republic, with ASEPOP Naoussa as the Beneficiary.

Mr. Dinos Konstantinou, Greek Ambassador to the Czech Republic honoured the event with his presence, opened the discussion and addressed all those present. In his speech, he referred to the importance of the **EuropeanFruits** campaign as a bridge between Greek agricultural production and European markets, stressing the dynamic presence of Greek fresh fruit in Central Europe and particularly in the Czech Republic. At the same time, he underlined the role of such initiatives in promoting trade relations and the outward-looking nature of the Greek agri-food industry.

Then, **Evripidis Fotiadis**, representative of the executive agency **Novacert**, referred to the role of European programmes for the promotion of agricultural products and stressed the importance of informing consumers about the characteristics of European production.

Next, **Mrs. Dimitra Gkesiou**, Project Manager of the campaign for **ASEPOP Naoussa**, presented the long history and activity of the cooperative, its modern storage, sorting and packaging facilities, and its internationally recognized certifications, while emphasizing the contribution of the **EuropeanFruits** campaign to the promotion of European peaches, nectarines, cherries, apricots and kiwis.

Mr. Stavros Kotziampasis, President of ASEPOP Naoussa, pointed out the role of initiatives such as **EuropeanFruits** in informing consumers and enhancing the presence of European fruits in international markets. He also referred to the importance of extroversion for European producers and the need to build relationships of trust with consumers in the context of transparency and the implementation of stringent European standards.

Eliška Čížková, Czech nutritionist, presented the role of fruit as part of a balanced daily diet and shared practical tips on incorporating them into daily eating habits, as well as the importance of variety and regular fruit consumption.

The Press Event concluded with a dinner, offering participants the opportunity for further discussion, networking, and the exchange of ideas in a very positive atmosphere.

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