



Co-funded by the  
Erasmus+ Programme  
of the European Union

## TRAINING EVENT

**The wonders of bee life  
and products as tools  
to promote a new business**

**19 to 21 april 2022**

in collaboration with



**FOSTER FOR BEEKEEPING BRIDGES  
THROUGH INNOVATIVE AND PARTICIPATE TRAINING**



## TRAINING EVENT

### The wonders of bee life and products as tools to promote a new business

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#### 18 APRIL

Arrival of participants Santiago de Compostela

#### 19 APRIL

##### TIME

- 09.15-10.30** Journey: Santiago de Compostela- Boqueixón (A Coruña)
- 10.45-11.15** Visit to the Regulatory Council of the Protected Geographical Indication "Miel de Galicia"
- 11.15-13.00** **Communication Module**  
 Situation of beekeeping in Galicia: Esther Ordoñez.  
 President of Agrupación Apícola de Galicia y Miel de Galicia  
  
*Communication strategies by EOSA Consulting*  
 Beekeeping in online and offline media: Alba Álvarez García.  
 Beekeeping brands: how to connect with your target through storytelling. Reyes Moreno Fernández  
 3 Online apps to manage your branding. Alberto Mandado Graña
- 13.00-13.30** Honey tasting
- 13.30-15.00** Lunch
- 15.15-16.00** Journey: Boqueixón- Arzúa (A Coruña)
- 16.00-17.30** Visit to the beekeeping museum: O Enredo do Abelleiro
- 17.30-18.15** Journey: Arzúa- Santiago de Compostela (A Coruña)
- 20.00-21.30** Dinner

#### 20 APRIL

##### TIME

- 09.15-10.30** Journey: Santiago de Compostela - Ourense
- 10.30-12.30** Visit Agrupación Apícola de Galicia  
 Presentation of an innovative project: Belacolmea  
 Visit to the University of Vigo: Research group specialising in beekeeping
- 11.15-13.00** Visit to a packaging company: Mel de Galicia Outeiro
- 13.30-15.00** Lunch
- 15.00-16.00** Journey: Ourense- Lalín (Pontevedra)
- 16.00-17.30** Company visit: Mel do Saldoiro
- 17.30-18.00** Journey: Lalín (Pontevedra) - Santiago de Compostela (A Coruña)
- 20.00-21.30** Dinner

#### 21 APRIL

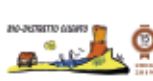
##### TIME

- 09.30-11.30** beeB project follow-up meeting
- 11.30-12.00** Coffee
- 12.00-13.00** Cultural visit to Santiago de Compostela
- 13.30-15.00** Closing lunch of the event

#### beeB Project

Foster for beekeeping bridges through innovative and participative training

#### beeB Partners



[www.beebproject.eu](http://www.beebproject.eu) | [info@beebproject.eu](mailto:info@beebproject.eu)

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beeB - Foster for beekeeping bridges through innovative and participative training