



REINPO RETAIL

REGIONAL INNOVATIVE POLICIES
TO REINFORCE THE RETAIL SECTOR

“Reinpo Retail Best European Innovation Project in the Valencian Community”

The **Chamber of Commerce of Castellón** has been awarded with the prize *2012 Best European Innovation Project in the Valencian Community* for the Reinpo Retail Project, cofinanced with European funds of the INTERREG MED Programme and aimed at promoting regional innovative policies in the retail sector.

After almost three years of project implementation, the Chamber of Commerce of Castellón, in cooperation with its European Mediterranean partners: the Andalusian Council of Chambers of Commerce, the Chambers of Commerce of Drama, Heraklion, Naples and Lyon and the universities UNINETTUNO and UIP, has created the first [European Innovation Platform](#) for the retail sector and has carried out several pilot actions in the fields of ICT, marketing, new business, e-commerce and green business.

Reinpo Retail concluded last February 2013 with the celebration of an international breakfast in the European Parliament sponsored by the MEP Ms. Eva Ortiz Vilella and with the presence of the Regional Secretary of Industry and Energy of the Valencian Community, Mr. José Monzonís. During the event, Reinpo Retail presented its main product achieved within the project: a **Green Paper on Innovation for the Retail Sector**, and proposed the creation of a **European Business Observatory** suggesting the Valencian Community as a permanent venue.

For more information, click [here](#)

