



On May 26, 2014, a cooperation agreement with Ústí nad Labem Region of the Czech Republic was signed inside the Ostróda Expo Arena Conference and Events Centre. The agreement will serve to promote joint initiatives, such as youth exchanges and internship programs. Ústí nad Labem Region occupies a large area of beautiful mountainous terrain in the Sudetenland. Partnership talks began in October 2013. In 2014, subsequent meetings were held to establish conditions of future cooperation. The agreement provides for actions aimed at increasing tourist traffic between our regions and countries. The partners' proposals included: collaboration between schools, youth exchanges, communication on the subject of health care and social assistance, cooperation in the field of public works and applications for aid from the EU, as well as transfer of knowledge and experience in local government and joint activities in the field of tourism promotion. Furthermore, the agreement provides for cooperation between cultural institutions (organization and exchange of exhibitions and artistic ensembles). Cooperation in the field of tourism promotion will involve, among others, organizing joint stands at tourism fairs in Poland and the Czech Republic.



Representatives of both local governments estimated that the tourist potentials of Ostróda County and Ústí nad Labem Region are so rich, that establishing cooperation between the regions will be very beneficial for both parties. The Czech Republic is Poland's wealthy neighbour with 10 million residents, who could successfully lay claim to 20% of our tourist market.

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