PROUDLY CYPRIOT CAMPAIGN

Ξένες γλώσσες / In English / Ξένες γλώσσες

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[ENGLISH]

Proudly Cypriot: Promoting Cyprus, its products and its people

PROUDLY CYPRIOT CAMPAIGN

The **"Proudly Cypriot"** campaign, created by Paul Lambis, encourages the nation to support local products and make use of local services, in an effort to stimulate the local economy and help create jobs. **"Proudly Cypriot"** also promotes national pride, patriotism and social cohesion.

When consumers buy locally produced products and support local service providers, the local economy is stimulated and sustainable job opportunities are created. By supporting local producers and manufacturers, each and every Cypriot can contribute towards creating a bigger demand for home grown products and services; stimulating Cyprus' economic growth; helping to prevent job losses and helping to create job opportunities.