

# Countdown to the 11<sup>th</sup> edition of the AIC Forum

Budva, Hotel Maestral (Montenegro), 11<sup>th</sup> - 13<sup>th</sup> may 2011

The town of Budva (Montenegro) will be the venue of the eleventh Edition of the Forum of the Chambers of Commerce of the Adriatic and Ionian Area from 11th to 13th May 2011. Based the agenda, the opening day of the forum will be dedicated to the meeting of the AIC Forum organs. The meetings of the theme-specific workgroups and the workgroup on EU project management will take place on 12th May, while 13th will see the plenary session specifically devoted to the "Blue Growth" and the European integrated maritime policy, which will deal with the following main topics: protection of marine environment, fisheries, tourism, transports and maritime security for a safe use of seas. This topic is of the utmost importance for the entire area, especially in view of the Adriatic Macro-Region in 2014, which is a fundamental tool to favour integration processes and enhance territorial cooperation in line with European objectives. European, national and local institutional delegations together with the partnership networks and stakeholders will face the challenge of an economic development linked to the sea (tourism, fisheries, transports) and attempt to combine it with environmental sustainability. The AIC Forum and its member chambers of commerce will act as protagonists in the implementation of the integrated governance of territories, as wished for by the European integrated maritime policy.



## Programme

### Wednesday May 11<sup>th</sup>

3.00pm Guided Tour  
4.00-7.00pm Workgroup on EU Project Management

#### Meetings of the Forum Bodies:

5.00pm Adriatic and Ionian International Court  
5.30pm Board of Auditors  
6.00pm Board of Governors

### Thursday May 12<sup>th</sup>

9.00-10.00am Meetings Workgroups' Presidents  
10.00-12.30 Workgroups

(1st part) co-ordinated by:

- **Women Entrepreneurship:** *Jadranka Radovanić*, Split Chamber of Economy - President (Croatia);
- **Trasports:** *Konstatinos Antzoulatos*, Achaia Chamber of Commerce - President (Greece);
- **Tourism:** *Rodolfo Giampieri*, Ancona Chamber of Commerce - President (Italy);
- **Agriculture:** *Jago Lasić*, FBiH Chamber of Economy, President (Federazione Bosnia and Erzegovina);

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# Programme

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## • Joint Workgroups Environment:

Vinko Mičetić, Rijeka Chamber of Economy - President (Croatia);

**Fishing/Acquaculture:** Mirko Đurović, Montenegro Chamber of Economy - representative (Montenegro); Daniela Gritti, European commission DG MARE

2.00-4.30pm Workgroups  
(2nd part)

4.30-6.30pm Workgroups on EU Project Management

5.00pm **Ordinary Assembly restricted to AIC Forum members**

## Friday May 13<sup>th</sup>

9.00-9.30am Participants registration

**“Towards an Integrated Maritime Policy: “Blue growth” as a facilitator of economic development and social sustainability in the Adriatic – Ionian Macro-region”**

9.30-10.00am Institutional greetings

Montenegro Chamber of Economy: Velimir Mijušković - President

AIC Forum: Jadranka Radovanić - President

Municipality of Budva: Lazar Rađenović\*

Montenegro Ministry of Agriculture and Rural Development

IAI Presidency in Montenegro: Igor Građević

Italian Ministry of Foreign Affairs

Italian Embassy in Montenegro: Sergio Barbanti

10.00-11.00am First session:

**“The opportunities and priorities of the Integrated Maritime Policy”**

European Commission DG MARE: Beate Gminder

European Parliament

Eurochambres: Alessandro Barberis

Montenegro Institute for marine biology: Mirko Đurović

Croatian Institute for oceanography and fisheries: Ivona Marasović

11.15-12.30am Second session

**“The contribution of territories to the Integrated Maritime Policy priorities: initiatives and projects”**

Unioncamere: Sandro Pettinato\*

Marche Region: Paolo Petrini

Adriatic-Ionian Initiative: Alessandro Grafini\*

Adriatic Euroregion: Ivan Jakovčić\*

AIC Forum: Rodolfo Giampieri

Forum of the Adriatic and Ionian Cities & Towns: Nikola Horvat

Network of the Adriatic and Ionian Universities (Uniadriion)

2.30-4.00pm Third session: **“Short Sea Shipping as a major driver for stronger economic ties in the Adriatic-Ionian area”**

Bar Port Authority (Montenegro): Radojica Lazarević\*

Ancona Port Authority: Tito Vespasiani

Northern Adriatic Ports Association (NAPA): Stefano Campagnolo\*

North-South Initiative

Blue Chamber Network: Omar Cutajar

Mediterranean Highway Network: Francesco Benevolo

Association of Ship's Agents and Marine Brokers

4.00 -5.00pm Fourth session:

**“Promotion of sustainable coastal and maritime tourism: Which room for cooperation at sea basin level?”**

Montenegro Ministry of sustainable development and tourism: Pedrag Sekulić (Ministro)

Council of Europe: Alberto D'Alessandro\*

European Institute of Cultural Itineraries: Eleonora Berti

NecsTour: Teresa Caldarola

ISNART: Flavia Maria Coccia

Stakeholders

Baltic Development Forum: Marcus Andersson

ASCAME - Italian Chambers of Commerce: Francesco Lippi

5.00pm **Workgroups' final documents presentation**

6.00pm Closure speech

\*to be confirmed

## CONTACT

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## How to join the Association Forum AIC

Bodies and Organizations can join the Association as fixed in art.2, par.3 of the Charter by forwarding the Application Form through post, fax or e-mail, accompanied by the relevant decision of the competent body. For further information, please contact: [segreteria.forum@an.camcom.it](mailto:segreteria.forum@an.camcom.it)



Workgroup on fishing and aquaculture

## Technical meetings on common governance

In collaboration with the Adriatic-Ionian Initiative (AII) the Marche Region organized a technical meetings on 10 th March 2011 at the Marine Biology Laboratory of the University of Bologna in Fano and on 25th March in Ancona. The aim of the meetings was to define the basic contents of a shared strategic document expressing the Italian position on the delicate topic of common governance in the Adriatic-Ionian area. The document is expected to be presented to the other AII member countries on 8th April 2011 on the occasion of the Adriatic-Ionian Forum on Fisheries. Representatives of the following institutions attended the meeting: Adriatic-Ionian Initiative, Marche Region, Emilia-Romagna Region, Veneto Region, fisheries professional associations, Italian Research Centre CNR, School of Sciences of the Polytechnic University of the Marche Region and Ancona Chamber of Commerce. Each representative expressed his/her position on the need for an integrated management of fish resources and therefore on the importance of an International cooperation protocol, which should address the topic of integrated maritime policies and the protection of fish stocks, with special attention to the use of management plans. The meetings ended with the collection of the various proposals submitted by participants, which will be an integral part of the document to be presented on 8th April 2011 on the occasion of the Adriatic-Ionian Forum on Fisheries. The events were also attended by the Secretary of the AIC Forum Workgroup for Fisheries and Aquaculture in order to obtain interesting and useful hints on the activities that can be proposed and implemented during the 2011 Edition of the AIC Forum, which will be centred on the topic of integrated maritime policies in the Adriatic.



PERMANENT SECRETARIAT

# Participation in the Committee of IAI

Ancona 12<sup>th</sup> february 2011: the Forum meets the Senior Officials Committee of the Adriatic-Ionian Initiative



The Marche Region Raffaello building was the venue of an important meeting held on 12th February 2011 between the Marche Regional Board President Gian Mario Spacca, ministers of the countries member to the Adriatic-Ionian Initiative (Albania, Bosnia-Herzegovina, Croatia, Greece, Italy, Slovenia, Serbia and Montenegro) and the European Commissioner for Maritime Policies and Fisheries Ms. Maria Damanaki. The Deputy Minister for Foreign Affairs Mr. Alfredo Mantica also attended the encounter. Furthermore, the meeting saw the participation of the President of the Ancona Chamber of Commerce and Vice-President of the Forum of the Chambers of Commerce of the Adriatic and Ionian Area Mr. Rodolfo Giampieri. The meeting focussed on the importance of the new strategy currently being outlined by the main national and local institutions of the Adriatic-Ionian Area in view of the future steps of the procedure that will lead to the setting up of the Adriatic-Ionian Macro-Region, which is expected to take place by the end of 2014. The main goal of this strategy is to achieve a new common governance of the natural resources and economic activities of Adriatic and Ionian countries. To achieve this goal, European Commissioner Damanaki stressed that the strategy will have to be based on four fundamental pillars: "Blue Growth", i.e. the safeguard of the marine environment, fisheries and security. With reference to "Blue Growth", i.e. the maxi-

mization of the economic potential offered by the sea, Commissioner Damanaki stressed the importance of the role of the Forum of the Chambers of Commerce of the Adriatic and Ionian Area (AIC Forum) as a "good starting point" to promote and boost "Blue Growth", as the Forum is an institutional network able to act as a real "economic driving engine for the identification of Blue Growth related opportunities". Ms. Damanaki added that "the AIC Forum contributes to strengthen the role of small and medium-sized enterprises as pillars for the sustainable growth of coastal regions within a context of partnership between Adriatic and Ionian countries. This type of articulated and systemic cooperation is the objective of the new strategy". Commissioner Damanaki ended her contribution stressing once again the importance of a synergic contribution by all national and local players acting in a crossborder setting, i.e. the AIC Forum, but also the Adriatic Euro-Region, the Forum of Adriatic and Ionian Cities and Towns and the Forum of Adriatic and Ionian Universities, which are excellent examples of well-established networks and whose active involvement is fundamental also for the development of the Adriatic-Ionian maritime strategy. Worth highlighting is European Commissioner Damanaki's repeated mention of the AIC Forum, which is due to considerations dependant on and closely related to the context of the meeting. This was also due to the fact that the week before the meeting an AIC Forum delegation had met a number of officials from the DG Maritime Affairs and Fisheries in Brussels with the aim of sharing the AIC Forum experiences with the European Commission and drawing up an action plan, which should comply with the activities planned by the Commission as much as possible, with special reference to the issues related to an integrated maritime policy.

# Educational Tour in the Adriatic-Ionian area

Journalists and NECSTouR experience a tourist package with Adrion trademark in the Adriatic-Ionian Macro-Region

Following the initiative of the AIC Forum workgroup for tourism and thanks to the co-financing of the Marche Region, from 22nd to 27th February 2011 an Educational Tour in Eastern Adriatic countries was organised. The aim of the initiative was to experiment an integrated tourist package under the ADRION label with journalists of international trade magazines, identified thanks to the collaboration of the Frankfurt and Brussels office of the Italian Tourist Board ENIT. In particular, the initiative was carried out in the territories of Bosnia-Herzegovina, Montenegro and Albania, which are the beneficiary countries of the AdrionTouR project that has come to its final stage. Some local tour operators provided for the organization of the educational tour. They had been previously trained within the framework of the same project thanks to the coordination of the Amatori Group tour operator from Ancona.

The event saw the participation of Frederique Kalmes (Reizen & Vakantie), Veronique Gilon (Femmes d'Aujourd'hui) and Teresa Caldarola, i.e. the reference person for the Necstour network from Tuscany. The involvement of these experts will enable to promote the Adrion logo in international circuits through dissemination in the specialized press, as well as in Necstour, i.e. the most important European network that is also accredited before the European Commission. The AIC Forum has been associate member to the Necstour network since 2010. It started a useful comparison process with Tuscany, i.e. one of the founding members of Necstour, and will implement the action plan proposed by the network as a contribution to the European Commission Communication of 30th June 2010: "Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe".



## Workgroup on Tourism in Milan for the "BIT 2011"

"La BIT is the world's largest exhibition of Italian tourism offer. Participation in the event helped promote the Adrion logo, also thanks to the tour operators present in the fair who obtained the Adrion trademark licence. Participation in the BIT also contributed to strengthen relations with the Italian Institute for Tourist Research Isnart".

On 18th and 19th February the secretary of the AIC Forum workgroup for tourism attended the International Tourism Exchange (BIT), which is held every year in Milan (Italy).

The event is the world's largest exhibition of Italian tourism offer and among the major reference tradeshows for the world tourist industry. Participation in the event helped promote the Adrion logo, also thanks to the tour operators present in the event, i.e. Amatori TO (Italy) and Fortuna Trade (Bosnia-Herzegovina), who already possess the licence for the use of the Adrion trademark. Participation in the BIT also contributed to strengthen relations with the Italian Institute for Tourist Research Isnart and receive interesting hints from the Italian Representation of the European Union and the IPA Programme Management Authority, both present at the BIT with their information desk.

