



FORUM

delle Camere di Commercio dell'Adriatico e dello Ionio
of the Adriatic and Ionian Chambers of Commerce
Gospodarskih Komora Jadransko-jonskog područja

newsletter

11th Edition of the AIC Forum

Budva (Montenegro), 11th-13th May 2011

The "Blue Growth" and the integrated maritime policy were central to the latest edition of the AIC Forum, which was held in Budva - Montenegro. By focusing on these issues this edition of the AIC Forum pursues the aim of supporting sustainable and integrated development processes, as suggested by the EU. This adds on to the endeavour to create greater unity between the various political sectors, reinforce cooperation and dialogue with local, regional and coastal authorities, as well as plan the maritime space.

As indicated by the European Commission, an Integrated Maritime Policy will enhance Europe's capacity to face the challenges of globalisation and competitiveness, climate change, degradation of the marine environment, maritime safety and security, and energy security and sustainability. It must be based on excellence in marine research, technology and innovation, and will be anchored in the Lisbon agenda for jobs and growth, and the Lisbon agenda for sustainability. The Budva edition of the Forum focused on these issues. It saw the participation of about 250 delegates and the contribution



of important personalities representing national and international organizations, like the Italian Ministry for Foreign Affairs, the DG for Maritime Affairs and Fisheries, the European delegation of Montenegro, the European Economic and Social Committee, the Council of Europe, the European Institute for Cultural Routes, the Italian Institute for Tourism Research Isnart, the Baltic Development Forum, the ASCAME – Italy Reley at the Cagliari Chamber of Commerce, the port authorities of Montenegro and Ancona, the Mediterranean Motorway Network (RAM), the Northern Adriatic Port Association (comprising the port authorities of Venice, Ravenna, Koper and Trieste), the Research Institute of Montenegro and the Oceanographic Institute of Croatia, the

Blue Chamber Network, the NecsTour Network, the Forum of Adriatic and Ionian Cities and Towns, the Italian Union of Chambers of Commerce Unioncamere, the Marche Region and the Province of Ancona. Several chambers of commerce (no. 21) member to the AIC Forum participated in Budva. The Chambers of Commerce of Serbia and Spain participated for the first time. The Budva edition was enriched by the reports produced by the theme-specific Workgroups, which are the technical-operational tools that help outline the AIC Forum annual programme and its projects and initiatives. This method made it possible to promote significant cooperation and development activities for the areas of the Adriatic-Ionian basin over the years.



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The reports of the workgroups

Tourism

1. Spreading of the Adrion brand with the aim of making the Adriatic-Ionian Macro-region clear and visible in the eyes of international tourists, especially non-European ones.
2. Jointly promoting and capitalising on the territorial wealth and diversity of the area following theme-specific approaches and integrated multi-country packages, starting from sea and coastal tourism as a catalyst for economic development.
3. Favouring of a sustainable, responsible and high-quality tourist offer (sustainable management of tourist destinations, joint adoption of a seal for high-quality welcome, spreading of the Ecolabel environmental quality label and the Emas community system) through the adoption of the sustainable tourism principles adopted by UNWTO (United Nation World Tourism Organization) and by transferring the know-how acquired by the Italian system of chambers of commerce in collaboration with Isnat and the quality seal "Ospitalità Italiana".
4. Applying of the methodology of the cultural routes used by the Council of Europe and the Necstour network.
5. Tangibly enforcing a "project-oriented" cooperation in the field of sustainable tourism given the partnership agreement signed between the AIC Forum and the Central European Initiative (CEI).
6. Opening of the Forum activities towards the Mediterranean, where the Forum is already active in developing of a European quality tourism label in collaboration with the ASCAME.

Workgroup of Tourism - Budva 12th May 2011



Agriculture

1. Organization of courses for professional olive oil tasters aiming the creation of officially recognized expert tasters. These actions stimulate a forms of collaboration for the diffusion of an awareness culture in the consumption of olive oil. With the same common objective, the Professional courses for the training of ham tasters will be organised, aiming the valorisation of hospitality and restaurant industry.
2. Organization of an International com-



- petition of extra-virgin olive oils.
3. Extension of the "Pane Nostrum" initiative to the countries member to the Forum: the initiative is aimed at the promotion of the art of bread-making with the participation of bakers coming from the Balkans in occasion of the next

edition scheduled to take place in mid-September 2011 in Senigallia (Ancona).

4. Organization of tasting events and display of typical products in order to promote exchange of experiences and know-how between institutions, entrepreneurs and producers interested in the food and wine sector. This initiatives will be enriched with presentations of medicinal herbs and valorisation of their use.
5. Extension of the "Fish Wines" competition on the entire Adriatic and Ionian basin. The project is dedicated to promotion of wines that can be served with fish dishes.

Fishing and Environment

1. Creating and implementing of the sea cross-border management model that aims to joint governance of the Adriatic.
2. Creation of a task force in charge of monitoring the impact of municipal waste on the marine environment and suggesting efficient measures to remove the main sources of pollution.
3. Submit a request to the European Commission for the creation of an action plan that can guarantee the funding required to intervene in the event of extraordinary municipal waste.
4. Raising awareness of the topic of a joint management system and control of common ballast water shared by all

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Workgroup of Fishing and Environment - Budva 12th May 2011

Adriatic countries.

5. Supporting the request at IMO (International Maritime Organization) for the declaration of a Particularly Sensitive Sea Area (PSSA).

6. Encouraging the Adriatic-Ionian countries to ratify the protocol on an Integrated Coastal Zone Management (ICZM) of the Barcelona convention (enforced from 24th March 2011) in order to facilitate cross-border cooperation for a sustainable coastal management of the Adriatic and Ionian area.

Such a protocol – the first in the world of its kind – provides a legal framework that enables the cross-border integrated management of coastal ecosystems.

Women Entrepreneurship

1. Promoting of tools aimed at combining the needs of women work and private life
2. Carrying out of initiatives devoted to the improvement of gender equality in decision making
3. Encouraging and supporting of new women enterprises creation through organization of training courses and start-up initiatives.
4. Organization of the 6th Congress of Adriatic and Ionian Women Enterprises that will be held in Split in autumn.

““The Workgroups’ method made it possible to promote significant cooperation and development activities for the areas of the Adriatic-Ionian basin over the years”.

Trasports

1. Continue carefully monitoring of sea traffic trend in the Adriatic-Ionian basin and the potential to develop new services in the field of short sea shipping in new markets;
2. Promoting the awareness-raising of the area (professionals in the field, infrastructure managers, public institutions) on the opportunities of traffic development in contexts outside the basin and on the attention to pay on railway-sea inter-modal transport as a tool to develop trade in line with environmental sustainability;
3. Paying attention to the 2011 Call of the Marco Polo programme, which is about to be published, which can potentially see the participation of all member States whose chambers are member to the AIC Forum, being these countries EU Member States or included in the call as EU neighbouring countries. Joint initiatives between two or more countries member to the AIC Forum can be initiated within this programme, with these initiatives aimed at starting new short sea shipping or railway services.

Awarding of prizes of the “Call for the concession of prizes to innovative women enterprises of the Adriatic and Ionian Area”



During the eleventh Edition of the Forum, the winners of the “Call for the concession of prizes to innovative women enterprises of the Adriatic and Ionian Area” were awarded. 33 enterprises participated to the competition of which 21 from Italy, 6 from Croatia, 3 from Albania, 2 from Bosnia and Herzegovina and 1 from Montenegro. Predominant sectors of the candidates are those related to services and manufacturing. The winning women-owned businesses were awarded with a cash prizes. Moreover, all the participants in the contest will be granted a two free training days. Along with the winners, the other four women enterprises were awarded with a special mentions by the Judging Commission: for originality and innovation of the activities carried out, for implementation of good practices of environmental protection and for optimisation of human resources.

Workgroup on UE Project Management

1. Defining of three thematic priorities on which to focus the next projects planning activities with particular attention to proposals emerged from the AIC Forum 11th Edition thematic Workgroups. The Workgroup coordinator will e-mail a proposal to all members. Each Workgroup member will answer giving his/her own opinions.
2. Start working on a new project proposal on tourism to be applied within the next IPA CBC call for proposals: after checking the outscore within the first Call for proposal (ADRION project). The Workgroup coordinator will send a proposal to the Workgroup members already partners in the previous project and then the new project version will be shared with all Workgroup members. Each member will answer by e-mail giving suggestions and pointing out the needs and interests of its own Chamber and justify the reasons of its candidature as new partner of the project.
3. Start working on a new project proposal to be applied within the next "Prince" (2012 Call), in the light of analysis carried out during the two meetings held in Budva.
4. Spreading among Workgroup mem-

bers of general information and funding opportunities for the Eastern Adriatic Countries available through the CEI (Central European Initiative) or other EU programmes. In the light of the recent Framework Partnership Agreement signed between the Forum and the CEI, these activities will be managed by the Workgroup coordinator.

Framework Partnership Agree- ment between the Central European Initiati- ve and the Forum

After a preliminary meeting of the CEI and the AIC Forum Secretary Generals, held in Trieste the 14th of April 2011, the Framework Partnership Agreement was undersigned in occasion of the 11th edition of the Forum (Budva – Montenegro). The Agreement aims to provide the parties with a general framework to strengthen their relations in order to enhance project-oriented cooperation in areas of common interest: transports, logistics, tourism, SMEs' development, agriculture, environment and women entrepreneurship.



International Court

The International Court of the Adriatic and Ionian area is the AIC Forum body. It is an institution of extraordinary importance for this area, the reference point for the protection of good practice and functioning of the markets. The Court offers services of mediation, arbitration, arbitrage and expert determination for a quick and qualified solution of economic and trade disputes.

During the last Court meeting held in Budva in occasion of the 11th AIC Forum

“During the Court meeting the communication campaign towards institutions, operators, bodies, professionals and consumers was renewed. It aims at diffusion of the introduction of the mediation and arbitration clauses in contracts”.

edition, the communication campaign aimed at institutions, operators, bodies, professionals and consumers was renewed. Every member committed to diffuse the introduction of the clauses of mediation and arbitration in contracts in their own countries so that the institution can soon become operative and start to work on the management of mediation and arbitration proceedings and establishment of territorial delegations within the country members.

A template for drawing up a cooperation agreement between the International Court and the Chamber of Commerce that are associated to the Forum was set up. This should help working together on raising awareness on ADR instruments within the Adriatic basin in order for the Court to start its activities as soon as possible.



Signing of the Framework Partnership Agreement

Forum for the fishery

Ancona, 8th April 2011: first International Forum on fisheries in the Adriatic-Ionian basin



The "First International Forum on Fisheries in the Adriatic-Ionian basin" was organized in Ancona by the Adriatic and Ionian Initiative's Permanent Secretariat in collaboration with the Marche Region and with the participation of Ms. Vella from the DG Maritime Affairs and Fisheries of the European Commission.

The Forum was a multi-level meeting on fisheries in the Adriatic-Ionian basin and saw the participation of ministerial representatives from Adriatic and Ionian coastal countries, as well as regions, research centres and networks.

The need emerged from the meeting of closer cooperation in order to protect the Adriatic Sea through an approach based on sustainable fisheries within the framework of European Union legislation and a common governance of the Adriatic-Ionian basin, with the participation of both EU Member States and non-EU countries.

A bottom-up approach is considered to be the best tool for the preservation of the sea.

The Forum participants then split into two working groups focusing on the following topics:

- management plans: participants agreed on the need to cooperate, as the

problems of the fisheries sector in the Adriatic and Ionian basin are common to all the countries facing these seas.

It is therefore necessary that all countries exploit fish resources in a sustainable way in compliance with European legislation and rules of the GFCM (General Fisheries Commission for the Mediterranean), ICCAT (International Commission for the Conservation of Atlantic Tunas) and other multilateral agreements. Participants agree on the need to collaborate on cross border projects on aquaculture and mariculture, tourism-fisheries, the promotion of a culture of the sea and the training of fisheries professionals.

-scientific research: the workgroup stressed that the fisheries sector in the Adriatic-Ionian area has been going through a crisis for several years and highlighted the importance of political and scientific cooperation between all countries of the area to improve prospects for future generations.

It was finally proposed to competitively support cross border pilot projects concerning the initiatives already financed with the IPA innovation programme, as well the sustainability of the fisheries economy in the Adriatic.

Round Table on Tourism

The Education Tour was presented at Podgorica

Podgorica, Montenegro, was the venue for the meeting of the Round Table on Tourism held on 28th April 2011. This is an important meeting between the representatives of the ministries for foreign affairs of the countries member to the Adriatic and Ionian Initiative (Albania, Bosnia-Herzegovina, Croatia, Greece, Italy, Slovenia, Serbia and Montenegro). The AIC Forum Workgroup on Tourism was invited to participate and a representative of the Montenegro Chamber of the Economy attended the meeting on its behalf. This was the occasion to address a number of issues, e.g. the Adriatic-Ionian basin as a single reference tourist destination, the exchange of best practices in the field of sustainable tourism, the sharing of ideas to put forward within the framework of European financing lines targeted to tourism. The Workgroup for Tourism illustrated the recent experience of the educational tour held from 22nd to 27th February 2011, which was based on the idea of presenting the Adriatic-Ionian area as a single tourist destination through the promotion of integrated tourist packages, i.e. theme-specific pathways involving at least two countries of the Adriatic-Ionian area. On the occasion of the educational tour, the participation of an expert of the Necstour European network provided for the exchange of good practices, as it enabled to establish a fruitful collaboration. The shared priorities, which were announced by the Necstour representative on 7th April 2011 in Brussels on the occasion of the General Assembly of the network, were presented on 28th April 2011 in Podgorica and discussed on 12th May 2011 in Budva on the occasion of the AIC Forum 11th edition. This event represented an occasion to discuss the future developments of the Adrion logo, i.e. the tool that identifies the Adriatic-Ionian basin and as such can fruitfully contribute to the recognition of the Adriatic-Ionian Macro-Region in by 2014.



Italy relay ASCAME 2nd edition

2-3 May 2011, Cagliari

As part of the 2nd annual edition of ASCAME - Italy Relay, which took place on 2nd and 3rd May in Cagliari, the actual intention of the Italy Relay itself was acknowledged, together with the operative Secretariat of the ASCAME Network of Barcelona, as well as the Chamber of Commerce of Marseille (where the ASCAME Network treasury and the Business Cooperation Commission are based) to define in the short term a finalised modus operandi to gather and develop possible project proposals regarding the Mediterranean Area to be submitted as part of different European Programs (in particular: ENPI CBC MED Program, MED Territorial Cooperation Program, MED Invest, etc). To this end, a feasible proposal was made by the representative of the Chamber of Marseille, Mr Philippe Zanin. The ASCAME Network intends to incentivise its own role of coordinating project proposals submitted by the various associate chambers as well as promote its own direct involvement in European projects as a project partner or even leader. This situation presents similar outcomes of those observed for the AIC Forum for whose the need to share mutual strategies in the future arose. In the space dedicated to the AIC Forum contribution, the intention of the Ancona Chamber of Commerce to establish greater synergy with the Cagliari Chamber of Commerce in the light of rationalising the initiatives and making a better use of mutual experiences was noted. For instance, following specific input by the ENPI CBC MED Program Management Authority referent, Mr Martin Heiel, who is here today to provide clarification of this Program, the go ahead was given for an opportunity ASCAME and the AIC Forum to share a project on tourism which is capable, on the one hand, to extend the experience acquired in the Adriatic through the ADRION trademark to the entire Mediterranean area, and on the other, to allow ASCAME to cash in on the final results of the potential project in the Adriatic-Ionian Area through the AIC Forum.

Adriatic-Ionian Macroregion

Brussels – Committee of the Regions, 23rd May 2011: Presentation of the opinion “Territorial cooperation in the Mediterranean basin through the Adriatic-Ionian Macro-region”

The opinion of the EU regions on the Adriatic-Ionian Macro-region was expressed in Brussels at the Committee of the Regions. Assessing this opinion is the first step along the pathway that has already started towards the official recognition of the Adriatic-Ionian Macro-region at a European level. After presenting the opinion, a formal request for the beginning of the legislative procedure was put forward. This was also formally recognized on 24th June by the EU Council, who had been asked by the Committee of the Regions to entrust its Commission for Territorial Cohesion Policy (Coter) with the approval of the opinion and the drafting of the European strategy for the Adriatic-Ionian area. Furthermore, the Committee of the Regions will ask the European Parliament to support this

process. The aim is to establish the Adriatic-Ionian Macro-region in 2014, thereby profiting from the fact that the EU presidencies will be in the hands of two strongly committed countries: Greece (first semester) and Italy (second semester). The task of the new strategy is to connect the territories of the Macro-region to promote their sustainable development and protect the marine environment. This is an innovative example of territorial cooperation at an international and trans-national market, which reinforces consistency and promotes coordinated actions in various sectors. At a more far-reaching level, the strategy aims at serving as a tool not only for the Macro-region, but for the European Union as a whole and will fully comply with the Europe 2020 strategy.

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.

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