



**FORUM**

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



Newsletter 3/2009

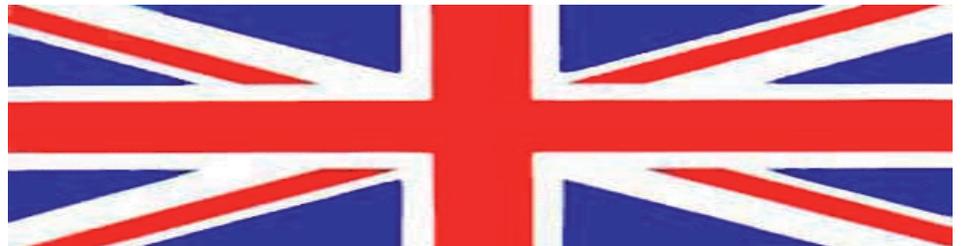


# The Forum takes part in the NECSTouR 2009 Conference Plymouth (Great Britain)



Network of European Regions for  
a Sustainable and Competitive Tourism

**NECSTouR**



## In our next issue:

- The Forum meets the European institutions
- 4th Congress of Women Entrepreneurship

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NECSTouR (Network of European Competitiveness and Sustainable Tourism Regions), promoted by Tuscany, Catalonia (Spain) and Paca – Provence-Alpes-Cote d'Azur (France), organised a conference in Plymouth (South-West England) in June on sustainable tourism.

78 delegates from 17 different countries attended the event. This conference represented a precious opportunity to discuss different experiences, analyse case studies and listen to presentations given by prestigious experts. Even the Forum of the Adriatic and Ionian Chambers of Commerce, which has its own tourism workgroup, took part in this conference with its own representative. The activity of the Forum was promoted and much attention was brought to the ADRION tourist trademark,

which represents the Adriatic-Ionian basin as a whole.

During the conference, a Forum representative had the chance to meet Dr. Ianniello of DG Imprese – Tourism Unit who was very impressed with NECSTouR network and the initiatives connected to it. He defined this network as one of the most interesting things at a European level and very useful to enhance the potential of our Adrion trademark.

Following the Plymouth experience, the Forum considered as positive its membership of NECSTouR as a means to broaden its opportunities of cooperation with different European regions in terms of tourism by promoting shared projects and initiatives to be carried out with instruments and sources made available by the EU.

## Seminar: “Cooperation network in European Planning: work instruments and methods”



The main networks of cooperation in the Euro-Adriatic area and the opportunities of getting funded by the EU were presented on Friday 26th of June at “Cooperation networks within European planning: work instruments and methods”. This event was promoted by the Forum of the Adriatic and Ionian Chambers of Commerce and by the Permanent Secretariat of the Adriatic-Ionian Initiative in collaboration with the Ancona Chamber of Commerce, Sviluppo Marche, and InEuropa Srl. The event was co-funded as part of the New Adriatic Trans-border Proximity Program.

One of the objectives of this event was the promotion of the creation of a network of individuals and organisations in the Marche territory which are active within European planning through the use of new web instruments and open source technologies.

SEA IT platform [www.seadriatic.net](http://www.seadriatic.net) was presented during this event and will become the shared work instrument for all those who operate in local development.

Good cooperative relations amongst regional, inter-regional, inter-Adriatic territorial partnerships and existing local networks have ena-



bled the strengthening of national and regional actions in the Adriatic and western Balkans and will do so in the coming future, given also that from the 16th June 2009 it will be Italy's turn to take on the presidency of the permanent Secretariat of the Adriatic-Ionian Initiative.

## Workgroup on Agriculture

### “Professional olive oil tasters” project Certification sessions



The training project for olive oil tasters continues, in the light of how successful the basic courses (1st level) for Physiological Suitability to extra-virgin olive oil tasting organised in 2008 and 2009 were. These courses helped train over 40 professionals in Zadar and Split.

As part of the activities carried out by the Agriculture Workgroup—Forum of the Adriatic and Ionian Chambers of Commerce, the Ancona Chamber of Commerce together with PromAdria (Association for the Adriatic Economic Promotion and Development) and the Chambers of Economy of Zadar and Split – with fundamental input by OLEA (Experts and Tasters Laboratory Organisation) – has organized some sessions

for professional certification reserved for those people who have already achieved the 1st level diploma in extra virgin olive oil tasting.

The certification sessions organised in the Croatian cities of Zadar and Split gave the chance for the attendees to get a second level diploma as olive oil tasters. 20 tests had to be passed in order to obtain the diploma.

The tasters-to-be were assessed by a Technical Commission on their acquired sensorial abilities in recognising olive oils in accordance with EU regulation CE 2568/91 and 796/2002 and the Italian regulation as per MIPA circular letter n. 5/99.

## Workgroup on Tourism

### Further consensus for the Adrion tourist trademark

The AIC Forum has obtained further consensus for the activities carried out within the project initiative related to the ADRIION trademark, which have been carried out by the organs of the Adriatic-Ionian Initiative (All) gathered last May in Athens shortly before the handover of the All Presidency from Greece to Italy.

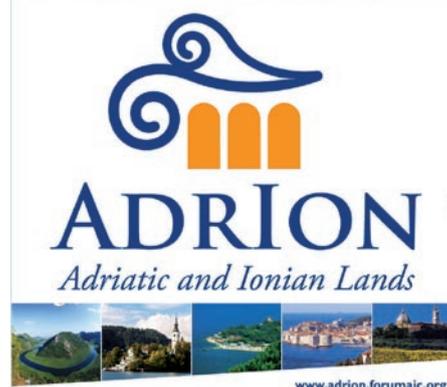
After a first presentation of the Adrion brand on 28th January 2009 in Athens before the All High Officials Committee, made up of representatives of the Ministries for Foreign Affairs of the All countries, the project was shared with tourist businessmen and trade operators from the entire Adriatic-Ionian Area within the framework of a Conference for the Adriatic and Ionian Area that was organized by the All Greek Presidency in Corfu on 13th February 2009.

Since then, the ADRIION single brand for the promotion of the Adriatic-Ionian Area on tourist International circuits has received further approval, notably on the occasion of the Tourism Round Table (Athens, 7th May 2009),

which saw the participation of delegates from the Ministries for Tourism of the All countries. On this occasion, participants in the Round Table formally stressed the importance of the project and proposed to discuss it at the meeting of Senior Officials, i.e. high officials of Foreign Affairs Ministries, to be held the following week. As a matter of fact, on 13th May 2009 the ADRIION project was discussed in Athens and considered a priority project by the high officials of the Foreign Affairs Ministries gathered for the Senior Officials Committee, as well as by the same Adriatic and Ionian Council, which met the following day.

The Adriatic and Ionian Council, i.e. the All decision-making body, adopted a formal decision on 14th May 2009 on the importance of promoting regional tourism at the level of Adriatic-Ionian basin, hence the need for supporting all initiatives targeted to the attainment of this objective, and specifically all actions related to the Adrion brand.

This acknowledgement is particularly important, especially in view of the application of



the project to be considered eligible for financing from IPA-CBC funds.

Further consensus has come from the Tourism Department of the Presidency of the Italian Council of Ministers, which expressed interest for the initiative and the work carried out by the Forum of the Chambers of Commerce of the Italian and Ionian Area also during the latest International Tourism Exchange (BIT) held in Milan on 20th February 2009, when the project was officially presented by the Secretary-General of the Chamber of Commerce of Ancona Mr. Michele De Vita.

## Workgroup on Women Entrepreneurship

### The Forum and the second Italian Tour of women entrepreneurs

In July, the second Italian Tour of women entrepreneurs started. This initiative was organized by Unioncamere, the Chambers of Commerce and Committees for Women's Entrepreneurship in collaboration with Retecamere. The scheduled meetings were held in the headquarters of the eight Italian Chambers of Commerce: from Isernia to Verona, from Perugia to Cuneo, from Salerno to Crotona to Bergamo. In effect, the Tour unified Italy in promoting and enhancing the work of women entrepreneurs.

The Forum took part in the event held in Salerno on the 10th of July titled "Women's enterprises in the year of the financial crisis: present and future" by sending two representatives of the Women's Entrepreneurship workgroup. The presentation given by Mrs Luciana Frontini in Salerno, in addition to outlining the activities carried out by the Forum Workgroup, was an anticipation of the topic of the 4th Congress of Women's Enterprises which is scheduled to take place in Albania this autumn: "Creativity and Innovation in a critical time for the AIC women's enterprise". The discussions and debate which took place in Salerno



- which was the fifth stop of the Italian Tour - provided precious suggestions and positive ideas on how to stimulate women's entrepreneurship even further in the Adriatic and Ionian countries.



## Workgroup on Fisheries and Acquaculture

### Visit to the Experimental Zooprophyllactic Institute of Umbria and Marche Region

On Thursday 30th June 2009 the Experimental Zooprophyllactic Institute of Umbria and Marche Region received some representatives of the Ancona Chambers of Commerce, Marche Regional Government, Ancona Fishery Association, ARPAM and the Cooperative of Fishermen of Portonovo. The delegation met the Scientific Director, Dr. Telemaco Cenci, and Dr. Elena Rocchegiani who is the manager of the Reference Centre for chemical and microbiological control of living molluscs and bivalves and of the integrated diagnostic laboratory as well as the entire staff of researchers and technicians who presented the Institute activities and showed the delegation around the labs equipped with their innovative instruments.

The Zooprophyllactic Institute, a national health company that operates within the national health service system, guarantees that the Umbria and Marche veterinary systems perform in terms of hygiene and veterinary public health. In the sector of food hygiene, it represents an important reference point as well as a scientific-technical support to public and private facili-

ties that deal with health control and health self-control; its aim is to guarantee hygiene and health in the development of the regional and the national food production chain. In February 2003 the National Reference Centre for microbiological and chemical control of bivalve molluscs (Ce.Re.M) was established in the Ancona branch of the Institute.

This joint enterprise was the outcome of relations established during the activities carried out by the Fishery and Aquaculture Workgroup during the 9th Forum of the Adriatic and Ionian Chambers of Commerce held in April 2009 in Agrinio – Greece. This meeting triggered an interesting discussion among all institutions present at the event and their will to collaborate on projects whose aim is to protect consumers and, at the same time, promote typical local products and respect for the environment. We believe countries of the Eastern Adriatic should also be involved in order to homogenise



## Adriatic-Mediterranean International Festival 2009

From the 29th of August to the 6th of September the city of Ancona hosted the Adriatic-Mediterranean Festival, a cultural event of international importance that staged 56 events with more than 100 artists from many different countries of the Adriatic-Mediterranean basin: Albania, Algeria, Bosnia-Herzegovina, Croatia, Palestine, Italy, Libano, Marocco, Malta, Serbia and Tunisia. The festival scheduled prestigious cultural events: concerts, films, presentations of books, exhibitions, con-

ferences and meetings – some of which were a national exclusive – that were held in the most evocative city locations: from the Mole Vanvitelliana to the Chiesa del Gesù, from the Trajan's Arch to the Merchants Loggia, from Piazza del Plebiscito to the Muse Theatre, from the Synagogue to the Thirteen Fountains. The opening of the Festival took place in the headquarters of the Secretariat of the Adriatic-Ionian initiative (c/o the Cittadella Fortress). Thanks to this event, the position of the city of Ancona within the Adriatic-Mediterranean basin in the year when Italy will become the President of the Adriatic-Ionian Initiative, was strengthened.

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### HOW TO JOIN THE ASSOCIATION



**JOINED BY THE SEA**  
Adriatic and Ionian Chambers of Commerce Forum

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.