



ASSONAUTICA
ASSOCIAZIONE NAZIONALE PER LA NAUTICA DA DIPORTO

FORUM of the Chambers of Commerce of the Adriatic and Ionian area – 8th edition – TURISM workgroup.

I take part in this meeting in my capacity of President of [Assonautica](#), which is the national agency of Unioncamere and whose remit is pleasure boating and nautical tourism.

[Assonautica](#) brings together 44 Chambers of Commerce at a national level (out of a total of 103), 38 provincial associations and 4 regional ones. Other members of Assonautica are Ucina (union of shipyards and nautical industries), Istituto Tagliacarte, Unioncamere's institute for research, Mare Nostrum Srl, Avvimar (association of ships information service operators), Akiris (Lucano and Sibari Nautical clubs) and Nautital Srl a company created with the specific aim of managing the first European gateway for the nautical sector (www.nautinet.it and www.nautiweb.it).

I am extremely proud to see that our reiterated proposal of creating a leaflet to promote all the countries of the Adriatic-Ionian area has taken shape. This leaflet is to be distributed as our ID document, in a catchment area, all around the Adriatic, which has over 350 million potential customers.

Having [one single and strong image on the European and international markets](#) is, in our opinion, a real quality leap. This development comes about at a time when the Mediterranean becomes, once again, the centre of renewed tourist interests at a global level and the Adriatic, rich in history, culture, landscapes and stunning environment and culinary itineraries becomes its standard-bearer.

Nautical tourism, with its extraordinary development trends, with the huge popularity of charters, is the main component of high quality tourism. This kind of tourism has positive reflections on the economy of the Adriatic area and is a continuously growing flow which will have to be monitored through an [ad-hoc observatory](#), an essential tool for the creation of the Adriatic nautical district.

So, here is the second tool which the Forum will have to create if it wants to be able to plan a development policy in the area in view of a tourism which lasts more than the current 60 days-long season (an optimistic estimate!). For nautical tourism, this is an achievable aim.

The third tool, as we asked for several times, is the creation of the Adriatic Nautical District (*which is different from the Distretto del Mare - District of the Sea - created by the Region Marche*). This district should bring together all the public and private competences and resources that we have, so as to persuade the various countries'

governments to have a common orientation about leisure boating in the Adriatic with an aim to harmonise the respective laws on this issue and on the issue of security. Today these laws are all but uniform and this has important negative consequences on the sea-loving customers who are, after all, good customers for everybody

That is the reason for the need to start this process by bringing together entrepreneurs and companies belonging to the whole nautical production process on the one side and institutions of the countries around the Adriatic on the other, even through their national category associations.

The main actor of this process will be the forum of the Chambers of Commerce of the Adriatic and Ionian area together with the newly-created Adriatic Euroregion.

We had hoped to be able to bring together around a table representatives of the governments of Italy, Slovenia, Croatia, Montenegro, Bosnia-Herzegovina, Albania, Greece together with all the institutions of the local authorities, Regional ones, Municipalities, and provincial authorities, districts, counties with the aim to harmonise the rules that oversee the nautical tourism sector which, still today is restrained by many strings represented by the single national laws of the various countries which are all but equal.

Assonautica, linked to two important ministries of the Italian Government, the Ministry of Transport and the Ministry for the Environment and the protection of the territory and the Sea, was preparing, together with the Ministry for Transport and the Foreign Ministry an Intergovernmental Conference to ensure common rules for nautical tourism and security in the Adriatic area. The conference has been put on hold after the Italian Government resigned and a new general election has been organised.

Assonautica suggests that “[Appuntamento in Adriatico](#)”- which in 2008 will celebrate its 20th edition (more information can be found in the complete itinerary attached) - becomes the annual institutional event of the forum of the Chambers of Commerce of the Adriatic and Ionian area.

Thank you for your attention.

Makarska, 22-24 April 2008

GIANFRANCO PONTEL – President of Assonautica