

## WORKGROUP ON CONNECTING THE REGION

### FINAL DOCUMENT

*Pescara, 8<sup>th</sup> June 2017*

#### ***1. Introduction***

Workgroup on Table of Transports was held during the 17<sup>th</sup> Forum of the Adriatic and Ionian Chambers of Commerce on the June 8 in Pescara, Italy.

Around 20 people, entrepreneurs and representatives of Chambers AIC, Municipalities, Universities and other institutions/organizations from Italy, Croatia, Montenegro and Greece participated in this Workgroup. Coordinators of the Workgroup were the Chamber of Ancona and the Chamber of Achaia Udine, and the Workgroup was moderated by acting vice president of the Chamber Achaia Mr. Aristidis Tiligadas.

This year's topic at the workgroup of transports has been “ports as tourist gateways to the city: best practices of welcome services and potential models of organization for Chambers of Commerce, Port Authorities and Municipalities” and the key note speaker was Mr Antony La Salandra, Managing Director Risposte e Turismo, Italy.

#### ***2. Strategic outlines***

- **Mr Giorgio Cataldi**, President of the Chamber of Ancona

Presentation of the case of Ancona - a city which was not a tourist destination and who tried to become one since 2005 when the Chamber of Ancona started a project called “Welcome to Ancona”. This initiative was trying to gather as many local institutions and authorities as possible, as well as the private initiative creating info-points, working with agents and the cruise ships creating information material and special paths of tourism for the cruise passengers who would stay out of ship for a couple of hours. Taking into consideration that 75% of the passengers were not Italian we easily understand how important this project was for the economy of Ancona, as a new tourist tendency was being formed.

- **Panorea Nikolopoulou** - Chamber of Achaia

The Chamber of Achaia has also tried to work together with all public institutions and shops in order to show tourists an interesting side of the city which might be worth visiting in the future. The Chamber is executing a program called “Culture and Shopping” distributing maps and info to all the hotels of the area and getting special reductions for products and services to the tourists visiting Patras together with promoting the cultural and religious character of the city (Apostolos Andreas Church etc).

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- **Antony La Salandra**, Managing Director Risposte e Turismo, Italy.

Risposte e Turismo have analysed ferry and cruise traffic in the Adriatic area and the forecast for the next future. In the Adriatic sea there are more than 40 ferry ports and 30 cruise ports and more than 330 structures for boat tourism.

About the cruise traffic, in 2016 passenger movements were 5 million with an increase of 8,6% compared to 2015; after a two years period of slowdown, cruise traffic in the area started again to grow. However, there is a huge concentration in the 3 main Adriatic ports: Venice with 1,6 million, Dubrovnik with 833,000 and Corfu with 748,000 passengers (63% of the total amount).

Only Venice and Trieste can be considered as embarking/disembarking ports (less than 25% of the movement can be considered as transit traffic), other ports as Ancona, Dubrovnik, Bari and Brindisi have a small share of transit traffic, while all the other are completely transit ports.

Forecast for cruise traffic in the Adriatic are not optimistic: in 2017 passengers movements should decrease at the rate of 6,5% compare to the previous year, calls should decrease of 8%. These variations are in line with what is happening for the entire Mediterranean Area and the redeployment of ships to other world areas.

The Adriatic area could increase regularly in the next years, but dialogue and propensity for collaboration among the various governmental and administrative bodies must be stronger than now. It's time to push for a joint promotion of the Adriatic and Ionian area that may exploit better the celebrity of some cultural, artistic and natural places.

- **Andrea Mosconi**, Chamber of Commerce of Ancona

### CIRCULATION

The financial crisis has influenced transports. As far as **cruise** is concerned 2016 was the first year after the last 3 years where there has been a growth of 5,5% in tourist movement and 10,5% in calls.

5.000.000 passengers have cruised in 2016 and cruise is a strong commitment. Small ships have less opportunities to visit a lot of ports and on the other hand not all ports can welcome big cruise ships. There is still strong concentration of cruise in the major ports of Venice, Dubrovnik and Corfu with a huge increase in Chinese cruise passengers. The Adriatic ports remain mainly transit traffic ports and Venice and Trieste are the main ports of embarking and disembarking. A drop in the cruise traffic is foreseen for 2017.

Traffic in **ferry segment** is about 5.2 million passengers but we have to take into consideration the dramatic drop of -21% between 2011 and 2016 and there has been a significant negative trend of – 1.000.000 passengers in each of the 3 bigger ports of Venice, Bari and Ancona, while minor ports have remained quite steady.

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**RO Pax** between Italy and Albania is increasing while the core of Ro Pax between Italy and Greece has remained quite steady in 2016 but if we compare 2003 to 2016 is actually half of the circulation.

**Freight Traffic:** total 200 million tons (+3,1%) and freight traffic according to numbers is recovering

**Freight Traffic Adriatic Ionian:** Trieste is the leader with 59 million while Koper has had the best performance with an increase of 6,3%.

**Containers transportation** continues to grow. During the last 15 years it went from 1 million to 2,7 million TEUS and in 2016 there has been a growth of 4,7%. Koper is growing and also Venice is. In general terms there is a strong concentration in the north.

- **Y.J. Stephanedes, University of Patras**

### Project Proposal

A project has been proposed within the framework of the table of transports based on the necessity of connectivity.

Connectivity is a key word for transports

Connectivity means intermodality, it means exchange of knowledge, communication. Within the Forum of the Chambers we form a Chambers Innovation Specialization Cluster with the goal to increase the capacity of research and innovation with eco friendly solutions for the improvement of productivity, the promotion of entrepreneurship of knowledge and transports.

The proposal believes in smart specialization being the key component for the cooperation among SMES.

If the proposed cluster works within the forum there could be adopted by the other 2 fora (Universities and Cities) truly respecting and contribution towards all pillars of macroregion.

With a number of proposed actions such as:

- Implementation of low carbon solutions
- Implementation of efficient hop in and out island mobility
- Smart development to reduce remoteness of coastal areas
- Integration of logistics
- Improvement of logistic centers at critical locations

The project is expected to:

- Increase productivity and competitiveness
- Minimize delays
- Maximize efficiency of motorways of the sea
- Increase entrepreneurship of knowledge

### ***4. Action agreed***



## FORUM

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

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### WORKGROUP ON CONNECTING THE REGION

The participants of the table of transports have agreed to observe the flow during the year and inform each other on any important news, projects and tendencies until the next edition of the AIC Forum.