

PUNTA AVANTI

tipicità *in blu*



FORUM
del Consiglio Comunitario dell'Alimentazione e dell'Agricoltura
di Pesca e Acquacoltura
Compendio Roma - 19 maggio 2017



FORUM
di Pesca e Acquacoltura
CITIES

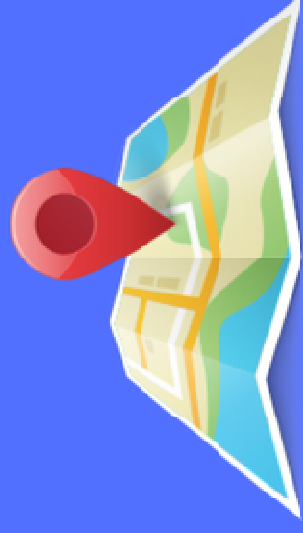
PESCARA, 8 giugno 2017

WHAT?

A Lab-event for Adriatic Ionian communities since 2014



ANCONA a land city
overlooking the sea



OUR BACKGROUND



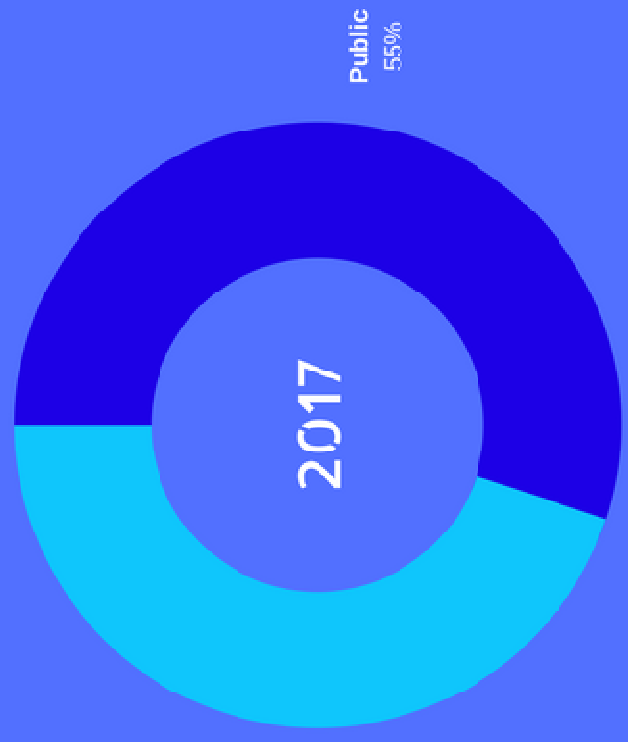
International Fishing Fair: an international event, with a more than 70 years long history, setting Ancona as the centre on topics related to sea and fishing.

TIPICITÀ is a multitarget exhibition born in 1993 aiming to promote Marche Region Typical products. Nowadays, 25 years since its first edition, Tipicità is one of the most popular events in Italy for food&wine and tourism industry. TIPICITÀ' is a privileged meeting point for those who are interested in wine, gastronomy and tourism.





BUDGET





OUR TEAM

Promoted by



Partner

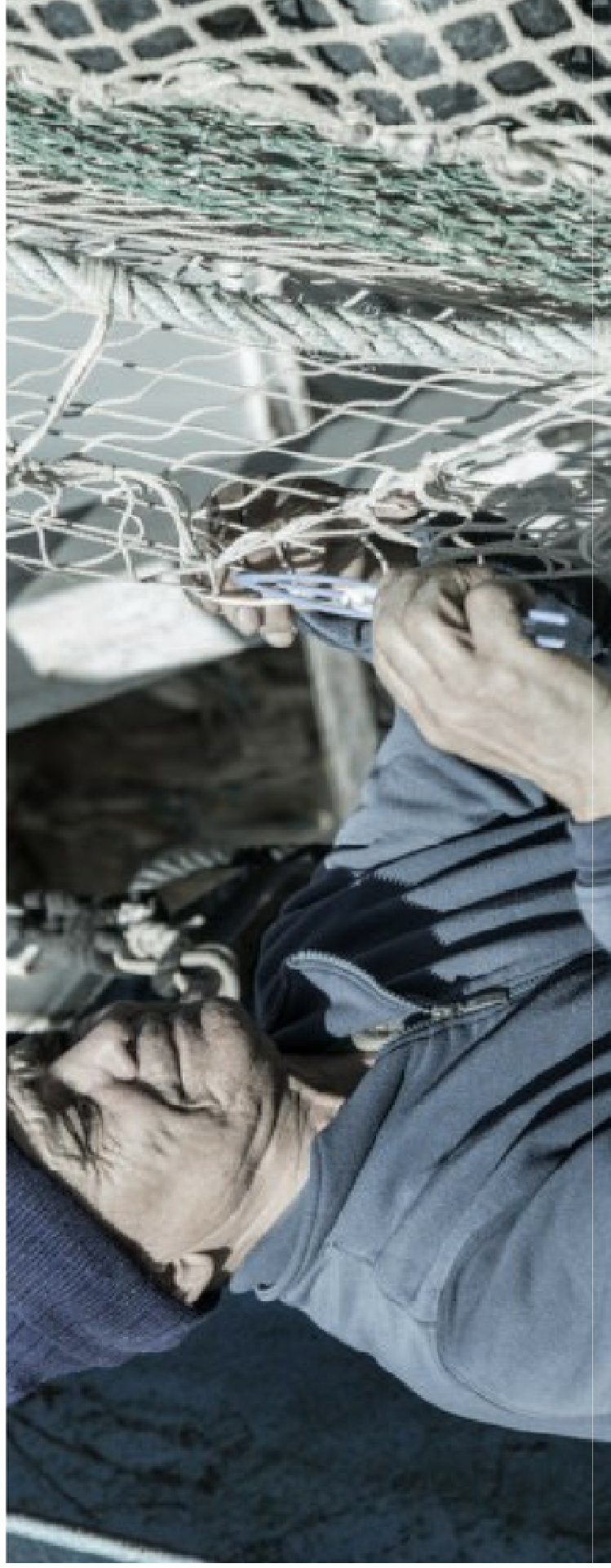


Project partner



In cooperation with





GOAL

To give a complete representation of the "BLUE WAY": strategic alliance among production and supply chains, sustainability and new development practice.



SCENARIOS

▶ LOCAL

Focus on the Lab-Event
Knitting an active network

▶ NATIONAL

Promotional activities
Focus on:
Press & Social Media
Investors
Tourism buyers

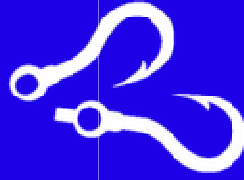
▶ ADRIATIC-IONIAN AREA

Cooperation
Network
Exchange opportunities

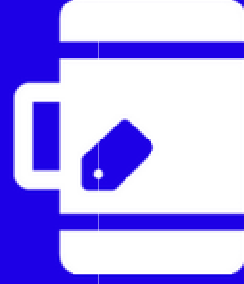




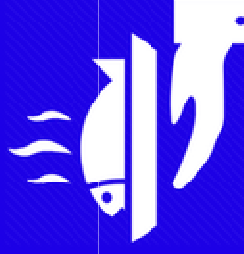
CLUSTERS



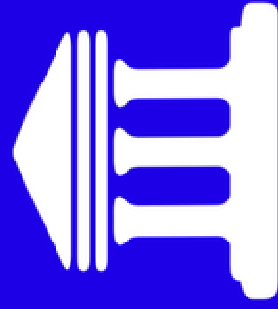
FISHING



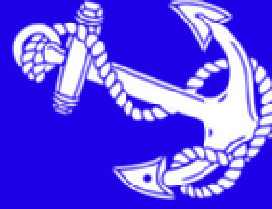
TOURISM



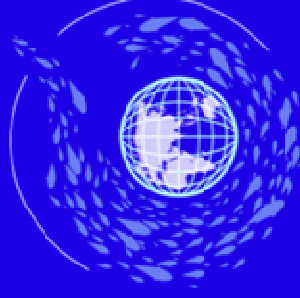
FOOD & WINE



CULTURE & TRADITION



NAVIGATION & YACHTING



SUSTAINABILITY EDUC-LAB



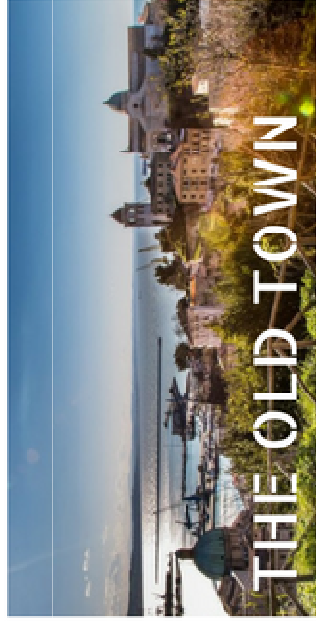
FISHING HARBOUR



YACHTING CLUB



SEA ARENA

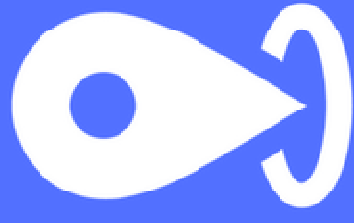


THE OLD TOWN



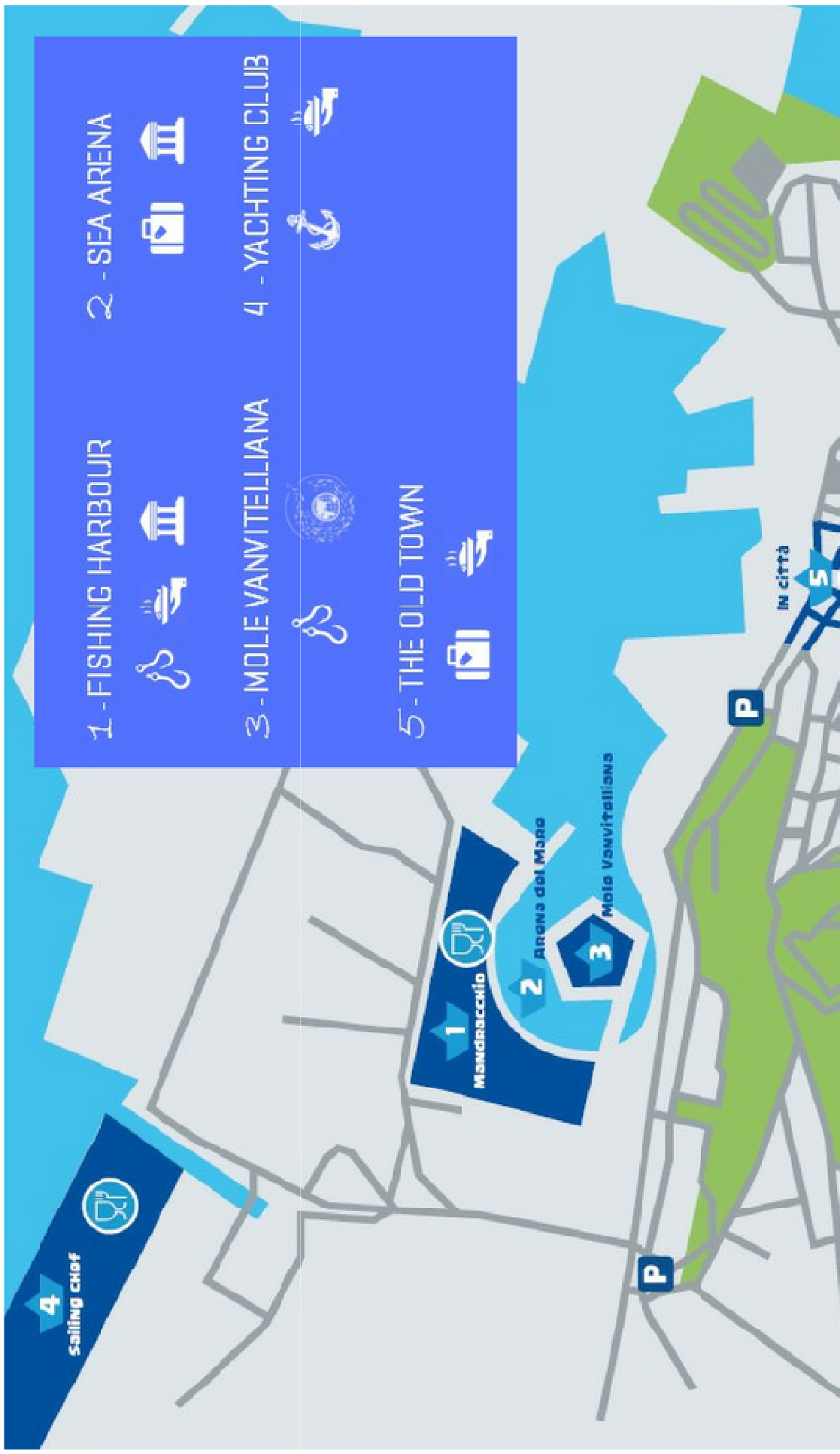
MOLE VANVITELLIANA

LOCATIONS





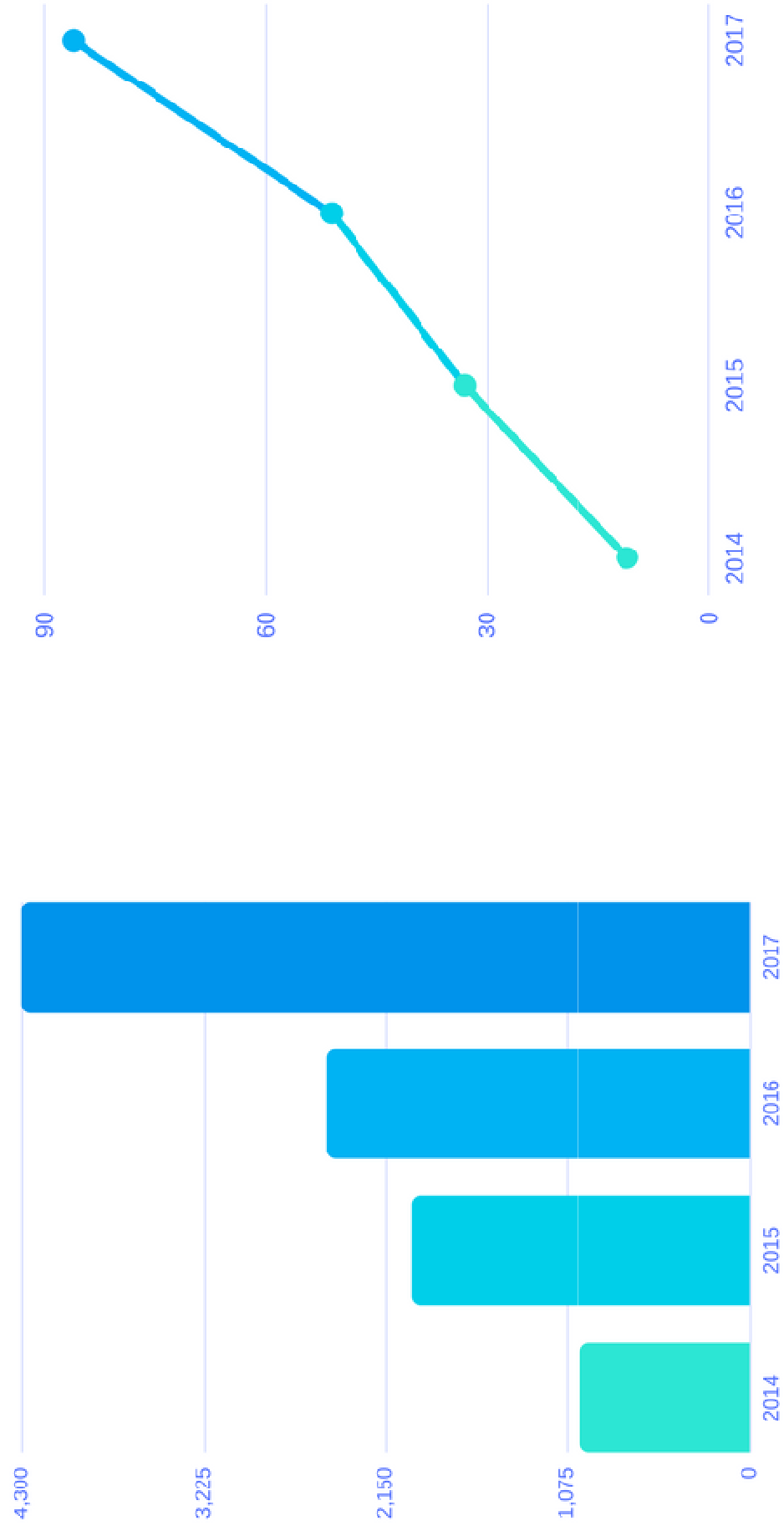
FORMAT



Tastings at Blue Village



Selected Bar & Restaurants



PRESS REDEMPTION

2014

20 news items.

2017

150 news items.





247.340

Views

12.944

Interactions

16.000

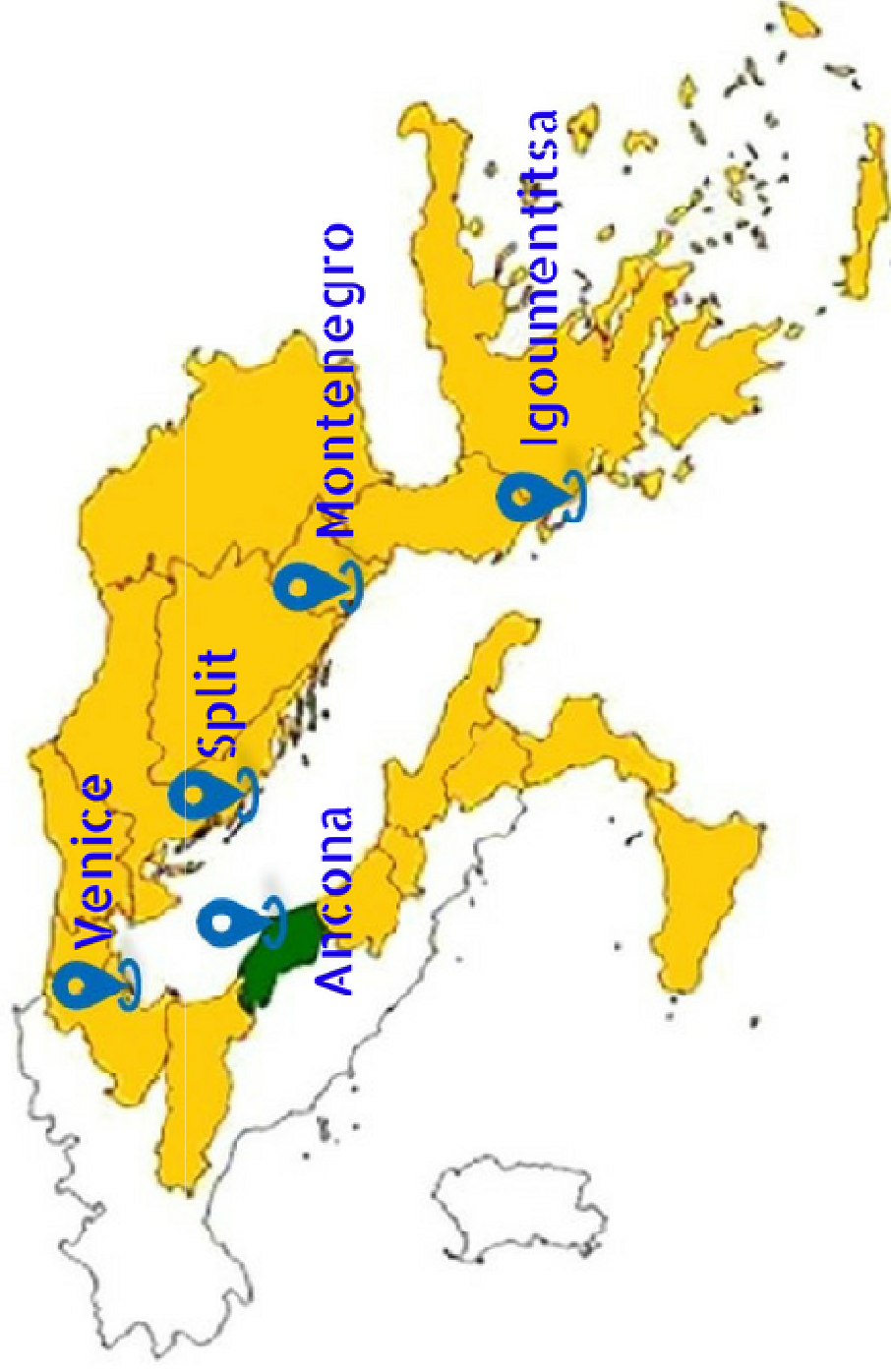
Views

49%

Extra Marche Region



International Relationship





THANK YOU

ILLUSTRATED BY ALBERTO MONACHESI