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.

TIPICITA is a multtarget 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. TIPICITA’ is a privileged meeting point for those who are interested in wine, gastronomy and tourism.
GOAL

To give a complete representation of the "BLUE WAY": strategic alliance among production and supply chains, sustainability and new development practice.
**LOCAL**
Focus on the Lab-Event
Knotting an active network

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

**ADRIATIC-IONIAN AREA**
Cooperation
Network
Exchange opportunities
CLUSTERS

- Food & Wine
- Sustainability
- Navigation & Yachting
- Tourism
- Fishing
- Culture & Tradition
1. FISHING HARBOUR
2. SEA ARENA
3. MOLE VANVITELLIANA
4. YACHTING CLUB
5. THE OLD TOWN
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