

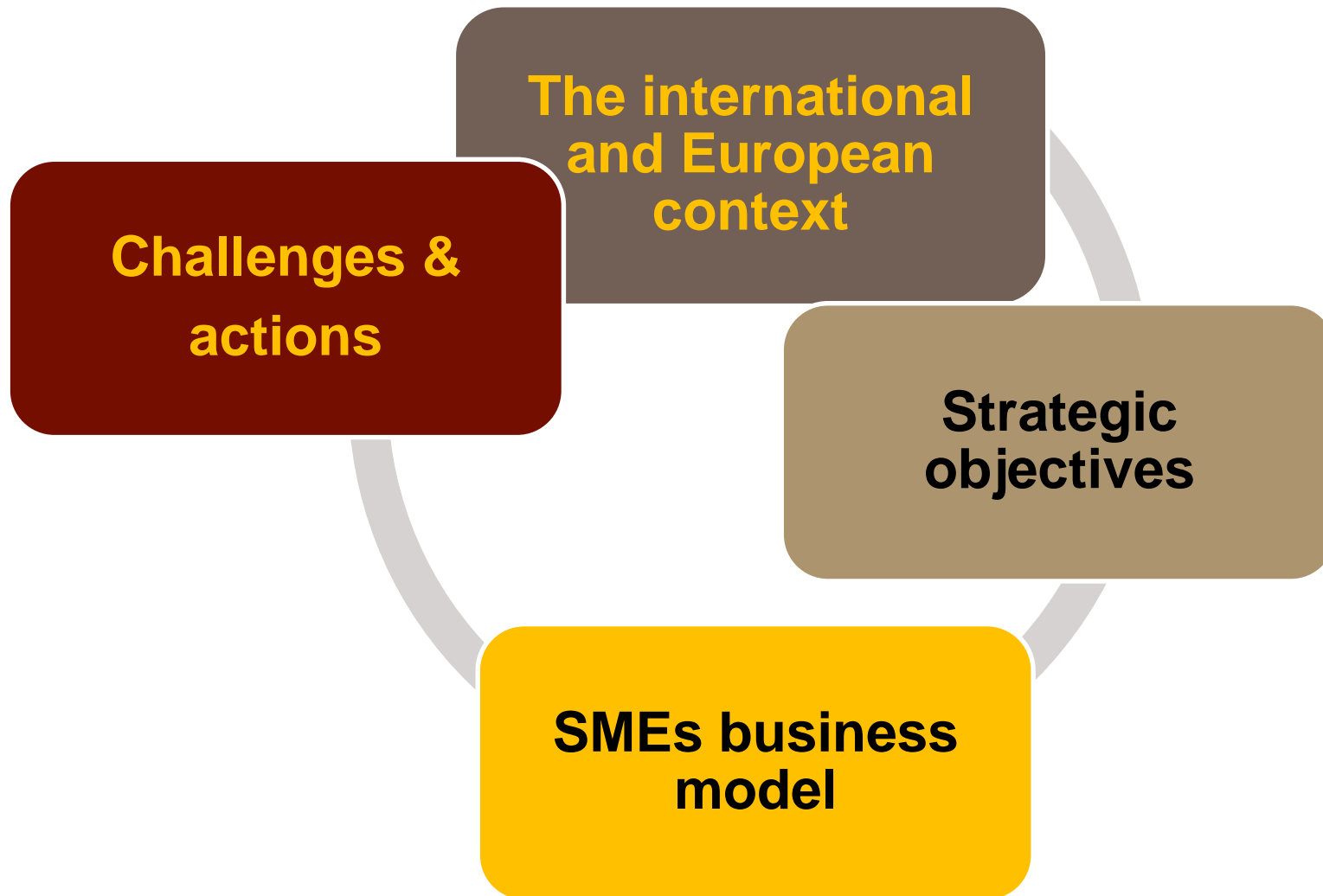


**The European Network of Chambers of
Commerce to promote “Hidden gems”
UNESCO World heritage sites**

BACKGROUND

- 2012 – **Start up** in Matera with 5 Italian Chambers, who shared their common vision about the importance of coordinating the promotion of 'Hidden gems' UNESCO sites
- 2014 – **Winner** of the European Enterprise Promotion Awards
- 2016 – **Launch** of the **Mirabilia Food & Drink**; **Winner** of the **Tourism Award** 1st edition (Italy-China)
- 2018 - 17 Italian Chambers *Bari, Benevento, Caserta, Crotone, Genoa, Matera, Messina, Molise, Pavia, Perugia, Potenza, Riviera di Liguria, Sassari, Sicilia Orientale, Udine, Venezia Giulia, Verona*;
- **Establishment of the Association Mirabilia Network**, with its legal venue in Rome, aiming at allowing micro and SMEs to overcome the obstacles deriving from dimensional limits and reach a critical mass to compete globally, while safeguarding their individuality and generating value for each company and development for the whole territory.
- **Currently the network is enlarging in other EU countries, such as France and its Chambers of Commerce (Tarbes et Hautes-Pyrénées; Dordogn; Tarn; Gard). Preliminary exchanges with Bulgaria, Greece, Hungary, Spain, Croatia, Belgium in order to promote the territories and routes in the UNESCO World Heritage (hidden) sites and enhance the European tourism industry.**
- **Other contacts are planned with the Western Balkans countries as well.**

THE MIRABILIA FRAMEWORK



THE INTERNATIONAL AND EUROPEAN CONTEXT

- The EU tourism policy framework aims at **supporting the tourist SMEs competitiveness**, by encouraging the creation of a favorable environment for the development of undertakings in this sector;
- EU and UNESCO are strongly committed to sustainable development while **implementing the UN 2030 Agenda** in a full, coherent, comprehensive and effective way, in close cooperation with partners and other stakeholders, including sub-national authorities, civil society, the private sector, social partners and academia;
- The EU Circular economy package, adopted in 2015, proposes a **new way to develop green business and eco-friendly models**, opening to synergies at different level (public and private stakeholders), with an interdisciplinary and inter-sectoral approach (tourism, culture, environment, energy consumption) in order to create a sustainable system for the planet, respecting the social dimension.

STRATEGIC OBJECTIVES

Short term

- Promote UNESCO sites and surrounding areas
- Enhance the landscape, historical, artistic and eno-gastronomic heritage, local craft
- Commitment for the protection of the social-cultural environment
- Create business opportunities between supply and demand
- Become a landmark for consumer (international public) and trade (working in the sector)
- Promote growing the European network

Long term

- Create a SME network model
- Generate more growth and jobs opportunities at territorial level, by increasing local purchasing of goods and services along the tourism value chain
- Enhance competitiveness and maximize positive local impact, in line with the UN Goals
- Upgrade professional skills and capacity building, aiming at promoting minor UNESCO sites with a holistic and sustainable approach

TOWARDS SMEs BUSINESS MODEL

to enhance cultural tourism

- The *joint cooperation between Chambers of commerce across Europe* shows how to connect the key SMEs operating in the tourism sector with the less-known UNESCO sites, combining the offer of culture, gastronomy, arts, handcrafts, fashion, creative industries, design, cultural and natural heritage and the **value chain of cultural- tourism services** (accommodation, transport, tour operators, art craft, food and beverage, mobility, museums, theaters, etc.), with an integrated approach
- The **first “Mirabilia formal business network”**, officially established in Italy, allows Micro and SMEs to overcome the obstacles deriving from dimensional limits and reach a critical mass to compete globally, while safeguarding their individuality and generating value for each company and development for the whole territory.
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STRENGTHS

Project started
from the territory
and from SMEs

Internationally
recognized
heritage/cultural
identity

National and
international
institutional
partnership

Local
partnership with
a business
network



CHALLENGES AND ACTIONS

- **Develop transnational tourism products**, employing a replicable business model to be exported and disseminated in the European and International market
- **Strengthen public-private and multi-stakeholder partnership** and share experiences, good practices and lessons-learned among tourism companies
- **Implementing the EU Circular economy principles related to waste generation (food and plastic impact) generated by the cultural tourism value chain and services/production**
- **Organization of «blogger tour»**, post tour buyer
- **Facilitate B2B activities**, through specific international events, such as the 'International cultural tourism exchange', held in Verona in 2017;
- Reinforce skills capacities through **dedicated training programmes**, delivered to territorial companies and stakeholders;
- **Foster the creation of transnational business networks**, to commit multi sectoral companies from the UNESCO world heritage 'hidden' sites in promoting their products/services' offer at EU and international level through collaborative innovative projects

KEY ACTION

THE TOURISM EXCHANGE 2017/2018

Mirabilia organizes every year the **International Cultural Tourism Exchange** B2B meeting between partner territories and major international tourist buyers

The 7th edition is foreseen in Pavia (Italy) ON October 26th-27th ;
The 8th edition in MATERA in March 2019

The event held in Verona in 2017, confirmed the winning model (food & drink, Art in Art, Tourism exchange, cultural and creative industries, agri-food business, art craft, with:

- 13 Italian Chambers of Commerce
- 13 the Chambers of Commerce of Bulgaria, Canada, Croatia, Greece, France and Slovenia
- 80 buyers (Australia, Austria, Bulgaria, Canada, China, Croazia, Czech Republic, Denmark, Estonia, France, Germany, UK, India, Ireland, Israel, Japan, Lithuania, Norway, Netherlands, Poland, Russia, Romania, Serbia, Slovenia, Sweden, Hungary, USA.
- 300 sellers (Italy and France)
- 2700 scheduled appointments.



*The real 'voyage' of discovery
consists not in seeking new
landscapes, but in having new eyes.*
(Marcel Proust)

MIRABILIA is a
project by:



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