



1<sup>st</sup> Joint Annual Conference, 16<sup>th</sup>-18<sup>th</sup> October 2018, Hotel Radisson Blu, Split.



## FORUM

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

# 1<sup>st</sup> Joint Annual Conference Fora of the Adriatic and Ionian Chambers of Commerce, Cities and Universities

**Split (Croatia) 16th – 18th October 2018**

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**SPLIT, 16–18 October 2018**

Hotel Radisson Blu, Split

### AGENDA

**Tuesday, 16<sup>th</sup> October**

**17.00 Guided tour of the Historical Complex of Split with the Palace of Diocletian – UNESCO World Heritage Site**

**16:30 Meeting of the AIC Forum Board of Auditors**

**17.00 Meetings of the AIC Forum Board of Governors and Auditors and UniAdriion Governing Board** (*venue: Croatian Chamber of Economy–County Chamber Split*)

**19.30 Welcome cocktail in the cellars of Diocletian's Palace**



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## Wednesday, 17<sup>th</sup> October (venue: Hotel Radisson Blu, Split)

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8.30 Registration of the participants

### Plenary Session

#### *“Roots and Paths: Past, Present and Future for the Adriatic–Ionian Region”*

Moderator: Mislav Togonal, journalist HRT Croatian radiotelevision

9.00 – 10.00

#### Video and Institutional welcoming greetings

- *Mirjana Cagalj, President, Forum of the Adriatic and Ionian Chambers of Commerce welcome greeting & film*
- *Danilo Nikolic, President, Uniadriion*
- *Andro Krstulović Opara, Mayor, City of Split, representative of Forum of the Adriatic and Ionian Cities*
- *Amb Pigliapoco, Senior official Adriatic and Ionian Initiative*
- *Antonio D'Acunto, Prefect, City of Ancona*
- *Blaženko Boban, Prefect, Split–Dalmatia County*
- *Mate Granic, Emissary of the President of the Republic of Croatia*

10.00 – 11.30 *1<sup>st</sup> panel*

#### *“People on the move”*

Monitoring of all forms of mobility of people (business, students, tourists...)

- *Martin O'Connor, CEO, Kylinprime Grupa*
- *Ljubo Bešlić, Mayor, City of Mostar, member of FAIC*
- *Dubravka Šuica, Member of the European Parliament*
- *Dragan Ljutić, Rector, University of Split*
- *Zlatko Mateša, President, Croatian Olympic Committee*



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- *Barbara Toce, Vice President of Local and Regional Authorities of the Council of Europe, representative Enlarged Partial Agreement on Cultural Routes, Council of Europe*
- *Diego Marani, senior advisor on cultural policy, European External Action Service*

### 11.30–11.45 Coffee break

### 11.45–13.15 2<sup>nd</sup> panel “Region on the move”

*opportunities and trends in financing, transport and tourism with a special focus on digitalization as a prerequisite for a balanced development of the region*

- *Tomislav Radoš, Vice President, Croatian Chamber of Economy – keynote*
- *Gabrijela Žalac, Minister, Croatian Ministry of Regional Development and EU Funds*
- *Sasa Dalipagic, Deputy Minister of Communications and Transport of Bosnia and Herzegovina*
- *Nikola Dobroslavić, President of the Adriatic Ionian Euroregion*
- *Peter Lőrincze, Secretary General, Danube Chamber of Commerce Association*
- *Francesco Ferrero, Loan officer in the Operations department of the Public sector, Adriatic region of European Investment Bank*
- *Laurent Frideres, Head of Unit for Evidence and Outreach, ESPON Programme “European and macro-regional territorial monitoring tool”*

### 13.15–13.30 Presentation of the AI-NURECC initiative



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- *Stavros Kalognomos*, Policy Officer, Conference of the Peripheral Maritime Region CPMR – lead partner of AI-NURECC Initiative

### ***13.30 Networking lunch***

### **14.30– 17.30 Thematic Workgroups in compliance with the EUSAIR pillars.**

- **BLUE GROWTH** “Food from the Sea – status and the outlook”  
Coordinated by: Mr Cosmo Albertini, Bari Chamber of Commerce (Forum AIC)

Mr Aleksandar Joksimovic, University of Montenegro (UniAdriatic)

with the support of Ms Danica Poparić-Majić, Split Chamber of Economy

- **CONNECTING THE REGION** “Adriatic-Ionian Corridors and follow-up of Cruise sector Event held in Olympia” **within AI-NURECC Initiative**  
Coordinated by: Mr Platon Marlafeas & Ms Panorea Nikolopoulou, Achaia Chamber (Forum AIC)

Mr Gentjan Mehmeti, Agricultural University of Tirana (UniAdriatic)

with the support of Mr Rade Maršić, Split Chamber of Economy

- **ENVIRONMENTAL QUALITY AND AGRICULTURE** “Green Macroregion”  
Coordinated by: Ms Odeta Thomaj, Durres Chamber of Commerce (Forum AIC)



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Mr Giuseppe Scarponi, Polytechnic University of Marche (Uniadrion)

with the support of Ms Anamarija Puzić, Split Chamber of Economy

➤ SUSTAINABLE TOURISM “Creative cultural tourism and sustainable EUSAIR destinations” **within AI-NURECC Initiative**

Coordinated by: Mr Flavio Burlizzi, Ms Cinzia De Marzo on behalf of Ancona Chamber (Forum AIC)

Mr Slaven Zjalic, University of Zadar (Uniadrion)

with the support of Ms Nataša Bušić, Split Chamber of Economy

➤ WOMEN’S ENTREPRENEURSHIP “Women and Business Success”

Coordinated by: Ms Adriana Radić Brzović, Split Chamber of Economy (Forum AIC)

Ms Jenny Pagge, University of Ioannina (Uniadrion)

➤ ECONOMIC ANALYSIS “Diversity as a Potential”

Coordinated by: Mr Mario Passon and Ms Antonella Cappelletti, Udine Chamber (Forum AIC)

Mr Maurizio Fermeglia and Giuseppe Ieraci, University of Trieste (Uniadrion)

with the support of Ms Vesna Friedl, Split Chamber of Economy

➤ SOCIETAL CHALLENGES “Adriatic-Ionian Region-New People’s Gate?”



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Coordinated by: Ms Danijela Lovrić, Chamber of the Bosnia-Herzegovina Federation (Forum AIC)

Mr Stefano Bianchini, University of Bologna (UniAdriion)

with the support of Ms Antonija Bašić, Split Chamber of Economy

## 18:00 Meeting of the FAIC Board of Governors

### Thursday, 18<sup>th</sup> October

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09.30 Ordinary Assemblies (restricted to Fora members)

09:30 Workgroup on EU Project Management (Workgroups coordinators with EU Project Management expert, coordinated by Giovanni Marcantonio, Chieti Pescara Chamber of Commerce)

11.00 Open Assembly: Workgroups' final document presentation

13.00 Closure

*Light lunch*



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## WORKGROUP ON BLUE GROWTH

### AGENDA

17/10/20

**Forum AIC:**  
Bari Chamber of Commerce,  
ITALY  
**Mr. Cosmo Albertini**

18 at 2.30  
p.m.

**UniAdriion:**  
University of Montenegro,  
MONTENEGRO  
**Mr. Aleksandar Joksimovic**

*With the collaboration of Split Chamber of Economy, Ms. Danica Poparic-Majic.*

**2.30 p.m. – 4.15 p.m.**

**Key note: Mr Ante Mišura** , Assistant Minister, Ministry of Agriculture – Current status of Croatian Fisheries

- 1) **Mr Mario Giordano**, Università Politecnica delle Marche, Ancona, Italy – Funding for research in Blue Growth: what can be done to make it more effective
- 2) **Mr Emilio Notti**, CNR ITALY, Ancona, Italy – CISP – platform for innovation and development for fisheries



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- 3) Mr Gabriele Chiodi, Chiodi Consulting – CISP, Italy – Selling local fish to great distribution: New perspectives and opportunities
- 4) Mr Jakov Dulčić, Institute of Oceanography and Fisheries, Split, Croatia – New species in the Adriatic ichthyofauna and potential socio-economic consequences for croatian marine fisheries
- 5) Ms Božica Marković, Director of Department of agriculture, food industry and forestry within the Croatian Chamber of Economy – Project Fish from Croatia – Eat what's worth eating
- 6) Mr Dragan Pezelj, Director, Friškina d.o.o. Split and the Manager of the Cluster of Mariculture Split, Croatia

#### **4.15 p.m. – 4.45 p.m. Discussion with the stakeholders**

#### **4.45 p.m. – 5.25 p.m.**

- 7) Mr Kruno Bonačić, Department of Aquaculture, University of Dubrovnik, Croatia - Mali Ston bay - a working model of sustainable aquaculture
- 8) Mr Marko Mlinar, Hydrographic Institute of the Republic of Croatia - Results of multidisciplinary research of two cross-border (IPA) projects Croatia - Montenegro oriented to Adriatic sea: JASPPER and CoRE
- 9) Ms Claudia Pučić, Istrian development agency IDA d.o.o. Pula, Croatia – Project BEAT – Blue enhancement action for technology transfer



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10) Ms Nevenka Čalić, direktor Navela d.o.o. Pula - Usage of special tools and devices at fish farms to improve fish health, fish yield, safety at work, environment conditions

**5.25 p.m. – 5.45 p.m. Conclusions**

## FINAL DOCUMENT

Split, 17th October 2018.

### *1. Introduction*

The subject of the discussion of the workgroup was FOOD FROM THE SEA – STATUS AND THE OUTLOOK. Coordinators were Bari Chamber of Commerce, Mr. Cosmo Albertini and Ancona Chamber of Commerce, Mr. Stefano Fiorini, and the University of Montenegro, Mr. Aleksandar



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Joksimović, with the support of Mrs. Danica Poparić-Majić, Split County Chamber.

The moderator was Mr. Joksimovic, and key note was presented by Mr. Mišura, Assistant to the Minister of Agriculture of the Republic of Croatia, who presented the current situation in croatian fisheries and mariculture with the emphasis on the Adriatic-Ionian region.

Presentations were followed by reputable scientists and people involved in fishery business, which presented international marketing experience of fishery products, branding and raising awareness about the need to increase consumption of fish, about the latest scientific knowledge and new species in the Adriatic Ichthyofauna due to climate changes, and about the potential socio-economic consequences for sea fisheries of the region, as well as mechanisms for more effective funding of Blue growth at EU level, and all in order to achieve sustainability of the fisheries and the reduction in the import of fishery products into the EU from third countries.

In the argued discussion forty participants identified the same or similar problems, and came to the conclusions in order to contribute and to define the future proposals of the joint European projects in accordance with the Blue Economy.



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## *2. Strategic guidelines*

- Considering that EU today imports more than 60% of its consumption of fish (including freshwater fish), a common policy of fisheries the EU stresses is the development of mariculture as one of the priorities of the production growth.
- Mariculture is today one of the fastest-growing food production in the world, ecologically acceptable and controlled and as such has a great growth potential.
- In Europe, more than 70% of consumption takes place in a system of wholesale, it is therefore necessary to define the strategy of the Blue marketing how to gain access to the branding and consumption of fish in the retail sector.
- All changes in marine ecosystems have a certain effect on users of marine bio-resources, primarily on marine fisheries. The impact of climate change in the Adriatic Sea is the cause of the occurrence of a number of new species of fish and crustaceans, and the effects can be both positive and negative in the economic sense.
- Special marine reserves within the Natura 2000 areas, such as the Mali Ston Bay in Croatia, can be tourist attractive and environmentally



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acceptable for the cultivation of shellfish and, as such, a successful example of the viability of mariculture and tourism.

- Implementation of the latest technological innovations in fisheries and mariculture, raises competitiveness and environmental justification of the production.
- It was extremely emphasized the importance of regional cooperation, especially through bilateral or trilateral projects financed by EU funds.
- It was emphasized the participation of women in all aspects of fisheries, from the catch to the sales.
- New image and the role of fishermen was recognized, not only as someone who is on the boat and catches the fish, but the person who participates in all activities related to innovation, and synergy in clusters, someone who takes advantage of IT technologies, and finally someone who participates in decision-making.

### ***3. Conclusions***

- It is essential to provide the sustainability of the natural resources of the sea and water, and to raise the awareness of consumers in developed countries, especially about the value of the Mediterranean diet.



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- A successful cross-border cooperation on projects of mutual interest that include hydrographic, physical, chemical, geological and biological research of the state of sea and shore in the Adriatic-Ionian area, is essential in the provision of future planning in Blue sector's growth.
- The current scientific and professional cooperation, as well as the current joint projects with countries of the Adriatic-Ionian region are at a high level, and especially intensive are the joint efforts in order to achieve bio-sustainability of the marine waters in front of the bodies of the European Commission.
- The achievement of the desired potential fisheries and mariculture is impossible without the introduction of new technological innovations, therefore, a platform for innovation and the development of fisheries represent the centre of knowledge and expertise dedicated to the research and development of fishing activities and support to the fishing sector through technical, scientific, economic and managerial knowledge for the economic and ecological development in accordance with the Blue economy.
- Marketing projects carried out by the Chambers of Commerce, croatian project Fish from Croatia – Eat what it'sWorth Eating, and italian project Pappa Fish in schools, are examples of good practices



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to be followed because they contribute to local consumption of fishery products, achieving their corresponding valuation, and the construction of culture and raise the consumption of fish.

- The future of this sector is in the stronger emerging into producer organisations (FLAG) and in the greater valorization of the activities and products of fisheries, all aimed at the sustainability of fisheries and the reduction of the import of fishery products into the EU from the third countries.
- Clustering in mariculture and fishery is necessary in order to implement the active cooperation with all scientific and professional institutions and in strengthening capacity for the withdrawal of European funds.
- The development of cross-border clusters in Blue technologies and mapping technological competencies of the companies that belong to the Blue sector also is the basis for an effective, practical cooperation among the relevant stakeholders.
- Chambers of Commerce should continue to be the promoter and strong link between all stakeholders in fisheries and mariculture, and also in the promotion of the consumption of fish at the national level and in tourist consumption.



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- It is necessary to include even more intensively and to ensure the participation of representatives of all countries, in particular the representatives of scientific institutions from UNIADRION network.
- Food from the sea, in a free or a control led cultivation, is the food of the future, and with the continuous control of anthropogenic activities which may lead to the endangering of marine resources, we need to work together even more intensively on the International cooperation through the identification of common problems and in order to find adequate solutions, and finally to define new joint projects in accordance with the Blue economy.

## PARTICIPANTS

- 1) Alabardi Filippo, Adriatic and Ionian Initiative, Italy
- 2) Antica Davor, Šibenik County Chamber, Croatia
- 3) Benzon Ivo, RERA Split, Croatia
- 4) Bonačić Kruno, University of Dubrovnik, Croatia
- 5) Božanić Tonči, RERA Split, Croatia
- 6) Cetina Edo, IDA – Istrian development agency Ltd. , Croatia



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- 7) Chiodi Gabriele, Chiodi Consulting, Italy
- 8) Crosatto Michele, ARIES Camere di Commercio, Ven. Giulia, Italy
- 9) Čalić Nevenka, Navela d.o.o., Croatia
- 10) Đurović Mirko, University of Montenegro, Institut of marine biology,  
Kotor, Montenegro
- 11) Dulčić Jakov, Institute of oceanography and fisheries, Split, Croatia
- 12) Farano Maria, Fondazione Cluster Marche, Italy
- 13) Fiorini Stefano, Ancona Chamber of Commerce, Marchet, Italy
- 14) Giordano Mario, Uniadrion, Italy
- 15) Jaklin-Majetić Jasna, Pula County Chamber, Croatia
- 16) Joksimovic Aleksandar, University of Montenegro, Montenegro
- 17) Karanikić Petra, University of Rijeka Technology Transfer Office,  
Croatia
- 18) Katavić Ivan, Institute of Oceanography and Fisheries, Split, Croatia
- 19) Krulčić Elvis, Navela d.o.o., Croatia
- 20) Marchese Paolo, ARIES – Venezia Giulia Chamber of Commerce  
Trieste Gorizia, Italy
- 21) Marković Božica, Croatian Chamber of Economy, Croatia
- 22) Mišura Ante, Ministry of Agriculture, Croatia
- 23) Mlinar Marko, Hydrographic Institute of the Republic of Croatia
- 24) Notti Emilio, CNR ITALY Ancona, Italy



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- 25) Paić Bojana, LAGUR Galeb, Tribunj, Croatia
- 26) Pečarević Marijana, University of Dubrovnik, Croatia
- 27) Pedišić Petar, Zadar County Chamber, Croatia
- 28) Pejčić Petra, University of Split, Croatia
- 29) Pezelj Dragan, Cluster of Mariculture, Split, Croatia
- 30) Poparić-Majić Danica, Split County Chamber, Croatia
- 31) Pučić Claudia IDA – Istrian development agency Ltd. , Croatia
- 32) Seri Massimo, Comune Fano, Italy
- 33) Škarić Ivan, Croatian Chamber of Economy, Croatia
- 34) Šterbić Ivo, I-riba d.o.o. Rovinj, Croatia
- 35) Šundov Tihana, Hrvatska poljoprivredno-šumarska savjetodavna služba, Croatia
- 36) Šuta Katarina, County of Split and Dalmatia, Croatia
- 37) Veronese Marica, ConcentroPordenone, Italy
- 38) Zanki Duvnjak Linda, Ribarska zadruga Friška riba, Croatia



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## WORKGROUP ON CONNECTING THE REGION

### AGENDA

17/10/2018 at 2.30 p.m.

#### Forum AIC:

Achaia Chamber of Commerce  
Ms. Panorea Nikolopoulou,

#### UniAdriion:

Agricultural University of Tirana  
Mr. Gentjan Mehmeti,

*With the collaboration of Split Chamber of Economy, Mr. Rade Maršić, and Ancona Chamber of Commerce, Mr. Andrea Mosconi.*

### Panel 1: The Adriatic – Ionian Corridors (road, rail and air traffic)

**Key note:** Sanja Steiner, Prof.dr.sc. Faculty of Transport and Traffic Sciences, “Strategic traffic directions in the context of regional development”

- 1) Tomislav Mihotić, State Secretary at the Ministry of the sea, transport and infrastructure Republic of Croatia, “Railway projects on the Adriatic–Ionian corridor”
- 2) Slaven Žabo, Croatia Airlines, “Traffic–related Adriatic – Ionian region”



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- 3) Saša Dalipagić, Assistant Minister, Communication and transport BiH presentation, "Possibility of passing the Adriatic – Ionian highway through Bosnia and Herzegovina".
- 4) Pierluigi Coppola, EUSAIR Pillar 2 Coordinator (via Skype connection), "The EUSAIR Transport masterplan: state of art"
- 5) Giuseppe Di Paola and Cesare Bernabei, DG Regio (via Skype connection), "Developing Transport in the EUSAIR"
- 6) Mate Gjorgjieviski, SEETO (South East Europe Transport Observatory), "Ports in the SEETO and EUSAIR region and potential for development of intermodal links"

## **Panel 2: Cruise Sector in the EUSAIR Area**

Moderator: Panorea Nikolopoulou, Achaia Chamber of Economy

- 1) Mrs Eva Stefanidaki, Researcher University of Aegean, "Workshop on Cruise Sector in the EUSAIR Area, results and follow up – Residents' perceptions on cruise carrying capacity". (Skype connection)



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- 2) Andrea Mosconi, Chamber of Commerce of Ancona, "Maritime traffic in the Adriatic and Ionian area in 2017"
- 3) Panorea Nikolopoulou, Chamber of Achaia, "The Cruise Sector: Evolution – Interactions and the addition of Patras in the cruise image"
- 4) Rodolfo Giampieri, Central Adriatic Port Authority President, "The benefits for the local communities and economies arising from Cruise"
- 5) Vice Mihanović, Managing Director Split Port Authority, "Presentation port in Split, Cruise sector"
- 6) Dario Barbarić, Dipl. ing., "Port of Dubrovnik – Passenger port development".
- 7) Luka Vukić, Prof. Faculty of Maritime Studies, "Analysis of cruise value chain of tourism in Split"

FINAL DOCUMENT

*Split, 17<sup>th</sup> October*

*2018*

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

The table of transports seems to be expanding. This year it hosted over 50 people and 15 presentations were made. The workgroup was divided in 2 panels: one on the Adriatic and Ionian Corridors (road, rail and air traffic) and a second one on the Cruise Sector, following the first AI



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NURECC event that was organized in Olympia on June about “Cruise sector in the EUSAIR Area: challenges and future perspectives”.

## *2. Strategic outlines*

As far as the Adriatic Ionian Corridors are concerned, the importance of national sovereignty was underlined but it was made clear that it should not interfere with the cross border cooperation. The EU is still financing projects on the transport sector.

The projects should be of both national and European importance and according to an

EU specialist, there are 3 priorities for the future projects 2021–2017:

1. Interconnection between hinterland and the main ports
2. Cross border connection
3. Water corridors.

It is indicative of the high importance of the transport pillar for the Macroregion that EU is giving more funds for the creation of the new infrastructure, a practice not common for all pillars.

It was pointed out that there is still lack of good cross border connection and one proposal was that new air connections – new flights should be scheduled for the filling of the gaps.

During the first part of the workgroup the participants had the chance to learn about railway projects on the Adriatic Ionian Corridor, new highways, the ports in the SEETO and EUSAIR region and many more very interesting details. It has also been underlined that the EU is interested in a bigger macroregional project for each pillar of the EUSAIR strategy and this will lead to smaller national interconnected projects and this shows



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the tendencies of the EU and sets the relevant policies, politics and priorities for the future.

As for the second part of the workgroup, it focused on the cruise sector, its impact on the local economies, potential additions to the cruise map and the Maritime Traffic in the Adriatic and Ionian region as a result of the first AI-NURECC event that was held in Olympia on June 27th.

In 2017 traffic in the Adriatic and Ionian area increased both in freight and passengers

- Freight traffic reached 207 million tons (plus 1,4% compared to 2016)
- Container movement continues to increase and has reached for the first time the volume of 3 million TEUs
- Passengers' movement after a long period of decrease is slowly recovering

And the only segment with a negative trend is the cruise sector.

It seems that cruise may have reached a critical point, that could be defined using a CRUISE CARRYING CAPACITY approach. There is constant need for bigger cruise ships that not all ports have the necessary infrastructure for.

Seasonality is also very important as there are cruise ports busting for 6 months and then there is a huge slow down.

Another aspect of the cruise sector was mentioned for the first time and that is the relation and interdependence between cruise and the hinterland. The cruise sector is mainly creating profits for the cruise agencies but also host cities and the hinterlands should start taking advantage of it. In order for the passengers to stay on the land there must be an organized effort to offer recreational, archaeological and other interesting proposals for them and there are huge opportunities for the local economies to gain from the cruise sector.



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There was a presentation made on the port of Patras as a new possible cruise port as it has a number of important advantages as well as a presentation of the port of Dubrovnik which is a primary cruise port already. There was also an interesting analysis on the cruise value chain of tourism in Split.

### *3. Conclusions*

A project proposal that derived from the table was the promotion of a common brand for the macroregion of the Adriatic and Ionian Region starting with the cruise sector. A common brand could create a connectivity bond among our ports that should become a high standard alternative or addition to the already top cruise ports that have been absorbing the benefits of the cruise sector for ages. Participants are aware that past experiences of a common brand in the AI area haven't been easy to manage, then the focus should be only on cruise sector.

### *4. Action agreed*

The workgroup activities have to proceed constantly in order to strengthen the results of the 1st AI-NURECC event: the aim is the definition of a model of business for a type model of cruise host town. Next step will be the diffusion of a short questionnaire about the economic, social and environmental effects of cruise traffic on AI host ports.

## **PARTICIPANTS**



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1. **Alabardi Filippo**, Executive Officer, Adriatic & Ionian Initiative, Italia
2. **Andrić Ivo**, Assist., Fak. građevinarstva, arhitekture i geodezije u Splitu, Croazia
3. **Bačić Ante**. Zastupnik, Hrvatski sabor, Croazia
4. **Balić Mihaela**, Managing Director, Bomis Ltd, Croazia
5. **Barać Kata**, client service director, remake, Croazia
6. **Barbaric Dario**, Head of Security, Port Authority of Dubrovnik, Croazia
7. **Baričević Branko**, Head of Representation European Commission Representation in Croatia, Croazia
8. **Begović Muhamed**, Senior Assistant, Fac. of traffic and communications, BiH
9. **Berket Bakota Joško**, Assistant Director, Split port authority, Croazia
10. **Biliškov Marin**, director of the company, Biliškov nekretnine d.o.o., Croazia
11. **Blakcori Yll**, Economists, Prishtina, Kosovo
12. **Bosco Anna**, Councillor, Vasto, Italia
13. **Brnjac Nikolina**, State Secretary, Min. of the Sea Tran. and Infrastructure Croazia
14. **Bujišić Vladimir**, Secretary for enterrep. deve., Municipality of Kotor Montenegro



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15. **Bulatović Vladimir**, Prvi potpredsjednik opštine, Opština Budva, Montenegro
16. **Buljan Mladen**, Senior Associate, Croatia Chamber of Economy Split, Croazia
17. **Cebalo Joško**, deputy, DN Županija, Croazia
18. **Cetina Željko**, Stručni suradnik, HGK – Županijska komora Pula, Croazia
19. **Cetina Edo**, Senior expert, Istrian development agency, Croazia
20. **Cholevas Nikolaos**, Membro della giunta della camera di Aetoloaka., Grecia
21. **Crnjac Kristina**, eu coordinator, Herzegovina–neretva canton government, BiH
22. **Čaušević Samir Dean**, Full Professor , Faculty of traffic and comm. University of Sarajevo, BiH
23. **Čolaković Alem**, Senior assistant, University of Sarajevo, Bosnia–Erzegovina
24. **Dalipagić Saša**, Zamjenik ministra komunikacija i prometa Bosne i Hercegovine Ministarstvo komunikacija i prometa Bosne i Hercegovine, BiH
25. **Debeljak Tomislav**, president of the board, Bodograđevna industrija Split, Croazia



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26. **Devčić Vedran**, senior expert associate, cce county chamber Rijeka, Croatia
27. **Drandich Sabina**, project manager, Aries – chamber of commerce Venezia, Italia
28. **Ferrero Francesco**, Banker –Loan Officer, European Investment Bank, Lussemburgo
29. **Giampieri Rodolfo**, Presidente Autorità di Sistema Portuale del Mare Adriatico Centrale, Italia
30. **Gjorgjievski Mate**, president SEETO Serbia
31. **Gordana Rokvic** vice, dean for science and international cooperation University of Banja Luka, Bosnia–Erzegovina
32. **Gvozdenovic Danilo**, Vice President Chamber of Economy of Montenegro
33. **Hasković Adisa**, Senior Assistant, Faculty of Traffic and Communication, BiH
34. **Hoxhaj Luiza**, Executive Director, Center for European Policy Studies on Regional and Local Development, Albania
35. **Ivosevic Spiro**, dean university of montenegro, maritime faculty Kotor, Montenegro
36. **Jerkovic Vodolsek**, Vendy Branch office Manager Atlas dd, Croatia
37. **Jokić Vladimir**, Mayor Municipality of Kotor, Montenegro



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38. **Jurin Dario**, predsjednik HGK ŽK Zadar, Croazia

39. **Kajić Neven**, Predstojnik ureda zamjenika ministra komunikacija i prometa Bosne i Hercegovine, Bosnia-Erzegovina

40. **Kolytas Georgios**, 2ND vice president kerkyra chamber of commerce, Grecia

41. **Kralj Irena**, expert referent, croatia chamber economy, Croazia

42. **Kunkera Zoran**, Board member and CEO, brodograđevna industrija split, Croazia

43. **Lőrincze Péter**, secretary general, DCCA Barbados

44. **Maljkovic Tijana**, Secretary for Tourism, Chamber of Commerce and Industry of Serbia, Serbia

45. **Marcantonio Giovanni**, Head officer, Camera di Commercio di Chieti Pescara, Azienda speciale "Agenzia di Sviluppo" Italia

46. **Marlafekas Platon**, president, Chamber of achaia , Grecia

47. **Maršić Rade**, Coordinator for transport and communications, ŽK Split, Coazia

48. **Matulić Ana**, Head of Commercial Affairs Department Lučka uprava Split, Croazia

49. **Mehmeti Gentjan**, Head of International Relations Offic., Agricultural University of Tirana, Albania



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50. **Memić Belma**, Senior Assistant, Faculty of traffic and communications  
University of Sarajevo, Bosnia-Erzegovina

51. **Mihanović Vice**, managing director, Split Port Authority  
Croatia

52. **Mihotić Tomislav**, state secretary, Ministry of the sea, transport and  
infr., Croatia

53. **Milosevic Dalibor**, Deputy minister, Ministry of transport,  
Montenegro

54. **Mohorović Erik**, Direktor, Kylin Prime d.o.o., Croatia

55. **Morina Blerim**, CEO & Founder, Kosovo Enterprise Network, Kosovo

56. **Mosconi Andrea**, EU Funds Project Manager, Chamber of Comm  
of Ancona, Italia

57. **Nikolic Zoran**, Secretary of Transport Assoc Board, Cham of  
economy of Montenegro, Montenegro

58. **Nikolopoulou Panoraia**, Head international relations and exports,  
Chamber of Achaia, Grecia

59. **Nikoloutsos Konstantinos**, president Chamber of commerce of  
Ilia, Grecia

60. **O'Connor Martin**, CEO Kylin Prime Group Irlanda

61. **Ožegović Denis**, Vlasnik, Centar za obrazovanje odraslih Ex Cathedra  
i Auto škola Hajduk d.o.o., Croatia



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62. **Papaefthimiou Nikolaos**, general secretary, Chamber of aetoloakarnania, Grecia
63. **Peros Mladen**, Member of the Board AD PLASTIK d.d., Croazia
64. **Pigliapoco Fabio**, Senior Advisor, Permanent Secretariat of AII (Adriatic & Ionian Initiative), Italia
65. **Prodan Ivana**, Owener – Director Montanense d.o.o. Croazia
66. **Prpić Tomislav** Executive vice president HDŽI Croazia
67. **Pucic Claudia** Expert associate Istrian development agency Croazia
68. **Radnic Srecko**, Assistant Director JU RERA S.D. Croazia
69. **Rados Tomislav**, potpredsjednik Hrvatska gospodarska komora, Croazia
70. **Rajič Frankica**, assistant, HGK ŽK Split, Croazia
71. **Rakusic Ivica**, vicesindaco Citta di Solin, Croazia
72. **Raptis Panagiotis**, vice president, Chamber of aetoloakarnania, Grecia
73. **Reja Elisabetta**, civil servant, eusair regional focal point friuli venezia giulia region Italia
74. **Ristić Jovan**, Adviser of the Mayor Municipality of Kotor, Montenegro
75. **Rossetti Luigi**, Titolare, Redlab DigitalArts, Italia
76. **Simonella Ida**, Segretario Generale Forum delle città dell'Adriatico e dello Ionio Italia



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77. **Skiadaresis Sotiris**, president      chamber of Iefkada , Grecia
78. **Soldo Dario**, Director      Croatian Chamber of Economy, Croazia
79. **Soža Ivan**, predsjednik ŽK Šibenik, HGK ŽK Šibenik, Croazia
80. **Šimičević Lovorka**, Assistant for Macro-regional strategies,  
Ministry of Foreign and European Affairs, Croazia
81. **Šimić Sanja**, Director of Digitala transformation and strategic  
development centre      CROATIAN CHAMBER OF ECONOMY Croazia
82. **Štrljić Sara**, Senior Expert Associate      CCE- County Chamber Rijeka  
Croazia
83. **Tadin Danica**, Head of Banch Office, Hrvatska poljoprivredno  
šumarska savjetodavna služba, Croazia
84. **Tsichritzis Panagiotis**, president, Chamber of aetoloakarnania,  
Grecia
85. **Veronese Marica**, Project manager      Concentro –Special Agency  
Pordenone Chamber of Commerce, Italia
86. **Vlaho Mario**, savjetnik zamjenika ministra      Ministarstvo  
komunikacija i prometa Bosne i Hercegovine, Bosnia-Erzegovina
87. **Vojnović Jurica**,      Pročelnik za izgradnju Grad Split, Croazia
88. **Vojnović Tomislav** , CEO, PROMET D.O.O.      Croazia



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89. **Vujevic Marko** , Savjetnik zamjenika ministra komunikacija i prometa BiH Ministarstvo komunikacija i prometa Bosne i Hercegovine, Bosnia-Erzegovina

90. **Vujić Vidoje**, predsjednik , HGK Županijska komora Rijeka, Croazia

91. **Vujnović Aleksandar**, Associate, Chamber of Commerce and Industry of Trebinje Region, Bosnia-Erzegovina

92. **Vukić Luka**, Teaching/Research Assistant, University of Split, Croazia

93. **Zovko Ante**, assistant ceo, Promet d.o.o., Croazia

94. **Žabo Slaven**, director, Croatia Airlines, Croazia

95. **Lugarić Mladen**, HŽPP

96. **Gluić Srećko**, HŽPP

97. **Miličić Jakša**, FGAG

98. **Labropoulos Marius**

99. **Sanja Steiner**, FPZ ZG

100. **Danilović Maja**, Luka kotor

101. **Suzana Čizmić**, HGK

102. **Eleonora Tramanoni**, Forum AIC

103. **Karnaros Anastazus**



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## WORKGROUP ON ENVIRONMENTAL QUALITY AND AGRICULTURE AGENDA

17/10/2018 at 2.30 p.m.

**Forum AIC:**

Durres Chamber of Commerce  
Ms. Odetta Thomaj

**UniAdriatic:**

Polytechnic University of Marche  
Mr. Giuseppe Scarponi

*With the support of Split Chamber of Economy, Ms. Anamarija Puzić.*

**Moderator:** Ana Marija Puzić, Coordinator for Industry and IT and Energy and Environmental protection at the CCE Split County Chamber

**Keynote:** Prof. Giuseppe Scarponi, Marche Polytechnic University, Italy – Lead in the environment – Signals of reduction from the Antarctic and the Adriatic

- 1) Željka Gudelj Velaga, Head of the Sector for Implementation of Rural Development Program at the Croatian Ministry of Agriculture – Impact of Agriculture on Environment and Climate
- 2) Mr. Sc. Marija Ščulac Domac Director of Energy and Environmental Department, Croatian Chamber of Economy, Croatia and Dijana Varlec, Energy and Environmental Department, Croatian Chamber of



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Economy, Croatia – Towards a circular economy – Secondary raw materials exchange

- 3) Doc. Dr. Sc Mirjana Milićević, University of Mostar, Faculty of Science and Education, Bosnia and Herzegovina – Environment and Sustainable Development in Rural Areas
- 4) Dr. Sc. Dragana Đorđević, Institute for Chemistry, Technology and Metallurgy, Belgrade, Serbia – Characteristics Of Atmospheric Aerosol In Urban And Sub-Urban Area Of Central Balkan
- 5) Dr. Sc. Merica Pletikosić, Environmental Manager at CEMEX Croatia – Sustainable Development and Climate Changes
- 6) Milan Čupić, consultant A.T.I. d.o.o., Pula – SPIRIT OF RAKIA and SED 2019

**16.30 – 17.00      Discussion**

**17.00 – 17.30      Conclusions of the Workgroup Quality of Environment and Agriculture**



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## FINAL DOCUMENT

Split, 17<sup>th</sup> October 2018

### *1. Introduction*

The Workgroup Quality of Environment and Agriculture was held in the framework of the 1st Joint Conference of the Adriatic-Ionian Chambers of Commerce, Towns and Universities on October 17 in Split, Croatia.

Coordinated by Italy and Albania, prof. Giuseppe Scarponi (UniAdriion) Politecnica delle Marche University, Odeta Thomaj (Forum AIC) Chamber of Commerce and Industry Durrës, with the support of Ana Marija Puzić, HGK Županijska Komora Split.

The topic of this year's Workgroup was "Green Macroregion", and key speaker was Giuseppe Scarponi from Università Politecnica delle Marche and moderator Ana Marija Puzić, Croatian Chamber of Economy Split.

The Workgroup brought together about 40 participants, representatives of ministries, academia, chambers of commerce, development agencies and entrepreneurs from the environmental and agriculture sector.

### *2. Strategic Guidelines*

All the presentations of the Workgroup on Environmental Quality and Agriculture have contributed to the debate being extremely interesting



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and effective, and for establishing common solutions for the preservation and further protection of the Adriatic–Ionian Green Macro region.

Key speaker, Prof. dr. **Giuseppe Scarponi** from the Marche Polytechnic University, Italy, presented data obtained by analysing the snow collected in Antarctica from the last century (with a fall in concentration since the 1980s) and from seawater (reduced at the beginning of the third millennium), correlating with the decrease of lead gasoline usage. The Adriatic–Ionian macro–region shows a decrease in lead in the sea and seawater beginning in the early 2000s. The subject research is a successful example of anti–pollution kicks even at a global level. He invited all the audience to join the publication of his scientific articles in a special edition of *Molecules*.

**Željka Gudelj Velaga**, Head of the Sector for Implementation of the Rural Development Program at the Ministry of Agriculture of the Republic of Croatia, spoke about the linkage and influence of agriculture to the environment and climate. It presented the main EU agricultural policy guidelines for the period 2014–2020 as well as the agro–environmental measures of the Rural Development Program for the same period affecting the improvement of soil properties and fertility and erosion protection,



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preservation of biodiversity, landscapes, traditional agricultural production, emission reduction greenhouse gases and generally human health. Ministry of Agriculture for the New Program Period 2021–2027 also plans the establishment of the AKIS (Agricultural Knowledge and Innovation Systems), which provides farmers with relevant knowledge of agricultural innovations as a contribution to the development of bio-economics with a special emphasis on smart agriculture and the application of modern information and communication technologies in agriculture.

**Marija Ščulac Domac**, Director of the Energy and Environmental Department in the Croatian Chamber of Economy, emphasized the importance of the circular economy, which today represents the biggest challenge for the business community. Identifying the right business models, aligning all business activities with the requirements of a circular package and building a sustainable society is one of the key activities of raising awareness. Building the necessary competencies and infrastructure is one of the priorities, using digital solutions and new, environmentally friendly technologies along with behavioural changes with the aim of saving as much raw material as possible and returning them to production cycles. **Dijana Varlec**, Energy and Environmental Department, spoke about



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the need to strengthen the waste market and to establish the Waste Exchange and IT platform of the supply and demand system of waste within the new Croatian Chamber of Economy communication platform – Digital Chamber (e-Services).

**Mirjana Miličević** from the University of Mostar, Bosnia and Herzegovina, in her presentation on Environmental Protection and Sustainable Development in Rural Areas, reviewed the situation in Bosnia and Herzegovina and the impact of sustainable multi-faceted agriculture and rural development. Environmental protection must be integrated into the rural development planning process, and in particular focus on protection processes from the destruction of landscape and biodiversity, the loss of agricultural land and degradation of the environment caused by the use of inadequate and traditional agricultural practices. She emphasized the need to establish a new economic model, but also to preserve the traditional values and development of rural tourism as drivers of other economic components.

**Dragana Đorđević** from the Institute of Chemistry, Technology and Metallurgy from Belgrade, Serbia, pointed to the characteristics of atmospheric aerosols in urban and suburban areas of the central Balkans.



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In her exposition, she discussed the chemical composition of atmospheric aerosols that have a significant impact on human health and in general, the climate, which is also the content and the latest document of the World Health Organization entitled "Quality and Health of the Air". Research shown the damaging impact of local urban (traffic) and regional industrial sources, as well as the dust of marine aerosols and deserts in the central Balkan region. She presented Serbia's potential for the creation of low-carbon society, and in particular the biogas production.

**Merica Pletikosić** from company Cemex Croatia d.d., KaštelSućurac, Croatia, highlighted one of today's most significant challenges, which is the decarbonisation of the economy by finding new ways of producing and using energy. Significant place in such a concept of sustainable development is the establishment of a waste management system from waste reduction at the site of creation, primary selection and sorting, recycling, and in particular material and energy recovery. She presented the results of publicity and public opinion attitudes and the public concerned about the obligations of the cement industry and the impact of fossil fuels or waste fuels for reducing greenhouse gas emissions. The results showed that the majority of respondents have not be informed about a topic, suggesting the need for better public preparation through



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incorporating the principles of sustainable development and socially responsible business in all segments of the project in order to achieve the desired consensus of all participants.

**Milan Čupić** from company A.T.I. d.o.o., Pula, Croatia, emphasized the importance of regional cooperation and announced the Energy Democracy Summit for promoting the use of its own energy sources in the framework of low-carbon development as a backbone for innovation and excellence that enables industrial growth and the advancement of science. He also announced the 1st International Conference and Exhibition on brandy called "Spirit of Rakia". It is a project involving countries from Central and South-Eastern Europe for building a higher level of scientific knowledge on fruit brandies and other strong alcoholic beverages with the aim of improving their production and promoting their tourist, gastronomic and traditional values.

### ***3. Conclusion***

The Adriatic-Ionian Green Macro-Region, due to its specific geographic position, climate, relief and biodiversity, seeks joint sustainable solutions to preserve its wealth, stimulate, and direct further development. This process involves the use of environmentally friendly technologies and



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materials, the implementation of digital transformation, and generally the promotion of economies that more efficiently utilizes resources, is greener and more competitive. Just the circular economy is an economic model that ensures sustainable resource management, enhances the quality of life and the environment, alleviates climate change, and reduces their negative effects.

All roundtable participants actively participated in making conclusions that focused on the main drivers of competitiveness of the economic systems of the region – the sustainability of the environment and energy and the technological innovation of the process:

- 1) Focus on the strategic guidelines set out by Europe 20/20/20 for the purpose of developing a green economy (eco-innovation, energy and environmental sustainability) and new EU packages with goals up to 2030 (energy and air, circular wagons, ).
- 2) The task force has the task of strengthening joint activities on the promotion and education of all environmental stakeholders, and the chambers of commerce are a key point in their association.
- 3) It is necessary to define joint projects in the European dimension, creating a network of cooperation with universities, research centres and technology parks for the development of new modern and innovative techniques, instruments and materials.



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- 4) Launch projects that will promote integrated and sustainable development of rural areas and smart agriculture where information and communication technology is applied.
- 5) In order to strengthen the market for waste destined for recycling, create a common platform for the circular economy for the countries of the Adriatic-Ionian region. The platform should enable the exchange of information, experiences and examples of good practice and help achieve the EU's goals of the circular economy.

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

According to the conclusions agreed on the Workgroup Quality of Environment and Agriculture and listed in 3. Conclusion, in the forthcoming period, joint actions will be undertaken for the purpose of their realization.

## **PARTICIPANTS**

- 1) Giuseppe Scarponi, Polytechnic University of Marche, (UniAdriion), Italy
- 2) Željka Gudelj Velaga, Ministarstvo poljoprivrede Republike Hrvatske, Croatia
- 3) Ioannis Petratos, Chamber of Achaia, Greece



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- 4) Marija Šćulac Domac, Hrvatska gospodarska komora, Croatia
- 5) Dijana Varlec, Hrvatska gospodarska komora, Croatia
- 6) Davor Antica, Hrvatska gospodarska Komora ŽK Šibenik, Croatia
- 7) Ana Marija Puzić, Hrvatska gospodarska komora ŽK Split, Croatia
- 8) Olga Škevin, Hrvatska gospodarska komora ŽK Split, Croatia
- 9) Denis Sorić, Hrvatska gospodarska komora ŽK Split, Croatia
- 10) Mirjana Miličević, Sveučilište u Mostaru, Bosnia and Herzegovina
- 11) Dragana Đorđević, University of Belgrade, Serbia
- 12) Katja Žanić, Institut za jadranske kulture i melioraciju krša Split, Croatia
- 13) Slavko Perica, Institut za jadranske kulture i melioraciju krša Split, Croatia
- 14) Ivo Benzon, Javna ustanova RERA S.D. za koordinaciju i razvoj Splitsko–dalmatinske županije
- 15) Natalija Rajčić, Županijsko vijeće Splitsko–dalmatinske županije
- 16) Matea Klarić, Regionalni ured EU parlamentarca Davora Škrleca, Croatia



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- 17) Merica Pletikosić, CEMEX Croatia,  
Kaštel Sućurac, Croatia
- 18) Ivan Sabljic, Cian d.o.o., Split,  
Croatia
- 19) Milan Čupić, A.T.I. d.o.o., Pula,  
Croatia
- 20) Anđela Dželalija, ALFA ATEST  
d.o.o., Split, Croatia
- 21) Marko Mimica, E.C.H.R. d.o.o. ,  
Croatia
- 22) Duje Vlastelica, Eko – Struja  
d.o.o., Split, Croatia
- 23) Marina Jakovčević, Eko – Struja  
d.o.o., Split, Croatia
- 24) Stjepko Pavišić, Eko – Struja  
d.o.o., Split, Croatia
- 25) Alen Ćurin, Ćurin nautika d.o.o.,  
Split, Croatia
- 26) Gordana Rokvić, Univerzitet u  
Banjoj Luci, Bosnia and Herzegovina



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27) Vesna Hrsto, Ured Vlade  
Županije Zapadnohercegovačke za europske integracije, Bosnia and  
Herzegovina



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## WORKGROUP ON SUSTAINABLE TOURISM AGENDA

**Creative cultural tourism and sustainable EUSAIR  
destinations**  
within the AI NURECC initiative

**2018**   
**EUROPEAN YEAR  
OF CULTURAL  
HERITAGE**  
#EuropeForCulture

17/10/2018 at 2.30 p.m

**Forum AIC:**

On behalf of Ancona Chamber of  
Commerce  
**Mr. Flavio Burlizzi & Ms. Cinzia  
De Marzo**

**UniAdriatic:**

University of Zadar  
**Mr. Slaven Zjalic**

*With the support of Split Chamber of Commerce,  
Ms. Nataša Bušić.*

2:30 – 4:00 p.m.

**Panel 1: Creative and cultural industries in the context of the EU Cultural  
Heritage Year and EU China tourism Year**

**Moderator:** Nataša Bušić, Coordinator for Tourism at the CCE Split County  
Chamber

**Key note:** Manos Vougioukas, ECTN Secretary-General



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- 1) Diego Marani, Senior advisor on cultural policy European External Action Service.
- 2) Flavio Burlizzi, Permanent Delegate of Unioncamere Europa
- 3) Michele de Vita, Secretary General of the Forum AIC
- 4) Francesca Farinelli, General Manager of ECAPITAL CULTURE – "ADRIATIC START UP SCHOOL"
- 5) Tomislav Klarin, University of Zadar – Department for tourism
- 6) Dr Flora Karagianni, Head of the Office for the Promotion of Scientific Research, European Centre for Byzantine and Postbyzantine Monuments

4:00 – 5:30 p.m.

**Panel 2: Sustainable tourism management at macro-regional level, in line with the UN 2030 17 SDGs**

**Moderator:** Cinzia De Marzo, EU advisor of the AIC Forum & sustainable tourism expert

**Key note:** Gordon Sillence, Ecotrans Vice President – European Network for sustainable tourism development



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- 1) Blanka Belošević, Croatian Ministry of Tourism – EUSAIR strategy Sustainable tourism pillar coordinator for Croatia,
- 2) Hrvoje Carić, PhD , Croatian Institute for Tourism – CROSTO Observatory
- 3) Danko Čosić, Director of Programmes at the Danube Competence Centre
- 4) Alenka Soršak, DMOs representative from Ljubljana
- 5) Nikolina Radmilo Pivčević, Director of Cooltour Travel Agency, Omiš

## FINAL DOCUMENT

Split, 17<sup>th</sup> October 2018

### 1. Introduction

Workgroup on sustainable tourism of the AIC Forum, was held on the 17<sup>th</sup> of October 2018 in Split, as part of the 1<sup>st</sup> Joint Annual Conference of the Fora of the Adriatic and Ionian Chambers of Commerce, Cities and Universities. The theme of this year's Workgroup has been **“Creative**



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cultural tourism and sustainable EUSAIR destinations”, as part of AI NURECC initiative rolling plan.

The **Adriatic Ionian Network of Universities, Regions, Chambers of Commerce and Cities**(AI-NURECC Initiative) is an initiative of the key stakeholders of the Adriatic Ionian Regions, which have decided to join their efforts aiming at supporting the **European Union Strategy** for the Adriatic and Ionian Sea Region (EUSAIR) implementation, ensuring **deep and broad territorial coverage**, at regional and local level. The Initiative will contribute to the achievement of the EUSAIR political objectives and to foster the sound implementation of its Action Plan. The final goal will be to promote a structured dialogue and a stronger, more effective cooperation among Regional & Local Authorities, Universities, Chambers of Commerce, youth associations and networks, entrepreneurs and civil society. AI-NURECC actions will integrate and follow the relevant work prepared by the Presidency of the EUSAIR/All (programme of the Presidency).

More details regarding AI-NURECC initiative were presented by Mr. Massimiliano Polacco, representative of Forum Aic. The workgroup was supported by the AI-NURECC Creative and Cultural Industries action which aims to support the dialogue in the field of culture by identifying issues of common interest and sharing excellence and best practises to support artistic entrepreneurship, creative start-ups and contemporary art festivals, which would enable the decision and policy-makers to propose better tools for the encouragement of job creation and employment.

Coordinators of this year’s Workgroup on sustainable tourism were the Ancona Chamber of Commerce and the Zadar University.



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The Workgroup has been coordinated by an efficient and competent team, composed of:

- **Mr Flavio Burlizzi** Permanente Delegate of Unioncamere Europa, on behalf of the Ancona Chamber of Commerce;
- **Dr Cinzia De Marzo**, EU senior advisor of the AIC Forum & sustainable tourism expert, on behalf of the Ancona Chamber of Commerce;
- **Mrs Nataša Bušić**, senior expert advisor and Coordinator for Tourism and Agriculture, on behalf of the organiser of the conference, Croatian Chamber of Economy, County Chamber Split,

In addition, **professor Slaven Zjalić**, from the Zadar University, has been appointed as the contact person.

The Workgroup on Sustainable tourism is in line with the overall EUSAIR strategy and strives towards the implementation of the Action Plan, by encouraging exchanges and concrete actions at macro regional level, and inducing constructive debate.



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The session was divided into two panels:

- 1) Creative and cultural industries in the context of the EU Cultural Heritage Year and EU China tourism Year,
- 2) Sustainable tourism management at macro-regional level, in line with the UN 2030 17 SDGs.

In the framework of the **EU Strategy for Adriatic and Ionian Region – EUSAIR**, in particular of the Pillar IV ‘Sustainable tourism topics (1) *Diversified tourism offer (product and services)* and (2) *Sustainable and responsible tourism management*, the WG for sustainable tourism discussion was aimed at providing additional inputs and ensuring better coordination of the initiatives linked to the priority action 1 (topic 1) ‘*Fostering Adriatic Ionian cultural heritage*’ and priority action 2 (topic 2) ‘*Developing network of Sustainable Tourism businesses and clusters*’, of EUSAIR Action Plan.

## 2. Strategic outlines

### PANEL 1



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- **Moderator:** Mrs Nataša Bušić., senior expert adviser & Coordinator for Tourism and Agriculture, County Chamber Split,

The contribution of the qualified speakers of **Panel 1**, which was focused on the theme *Creative and cultural industries in the context of the EU Cultural Heritage Year and EU China tourism year*, has generated an added value in order to accommodate a platform of mutual interests for the benefit of each EUSAIR country, by sharing experiences and by taking into account the EU institutional perspective and cooperation policy, interdisciplinary, transnational and inter-sectoral points of view.

The Keynote speaker of the first panel, **Mr Manos Vougioukas**, secretary general of the European Cultural Tourism Network (ECTN), the only Pan-European network of destinations, authorities, NGOs and research institutes for sustainable Cultural Tourism development and promotion across Europe, introduced the Charter for Sustainable Cultural Tourism. The purpose of this Charter is to bring together in a single, comprehensive and integrated document the main principles, features, findings, conclusions and recommendations on best practices and priorities regarding Culture & Heritage Tourism. This Charter aims to build on all relevant previous initiatives, declarations, convention,



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resolutions, opinions and charters, to exploit synergies and facilitate implementation of recommendations by national, regional and local destination authorities and agencies.

The overall aim is to encourage sustainable and responsible tourism policies and actions across Europe and beyond, through engaging culture and heritage with innovation and cohesion.

**Dr Diego Marani**, Advisor on cultural policy at the European External Action Service (EEAS) presented the EU–Western Balkans Cultural Heritage Routes, a starting point to create networks of cultural heritage sites and of creative industries in this region and in other regions of the world. *“A cultural heritage site plays an important role not only in the preservation of memory and cultural identity but also as an economic resource attracting tourist and providing the opportunity for the development of creative industries around the site with activities such as craftsmanship but also new technologies such as apps for the visit of the site, interactive guides and the development of knowledge in restoration techniques”,* emphasized Diego Marani.

The panel continued stressing the importance of products and services of cultural heritage tourism with the aim of tackling seasonality of inland, coastal and maritime tourism demand. **Mr Flavio Burlizzi**, presented the



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European Network of “Hidden gems” UNESCO sites – Mirabilia, an initiative of 17 Italian Chambers of Commerce whose aim is to enhance the entrepreneurial environment of the whole cultural tourism value chain with an integrated approach. The network is enlarging in other EU countries such as France, preliminary exchanges with Belgium, Bulgaria, Croatia, Greece, Hungary, Spain while other contacts are planned with the Western Balkans as well through the cooperation with the AIC Forum. Croatian Chamber of Economy County Chamber Split has expressed interest in becoming part of the Network.

Continuing on the same page **Mr Massimiliano Polacco**, vice president of the Ancona Chamber of Commerce, member of Forum AIC, presented AI-NURECC initiative and gave introduction to **Ms Francesca Farinelli** which presented the unique possibility of strengthening human resources in culture and creative tourism within the “Ecapital Culture Adriatic start-up school” project, which is a part of the AI NURECC initiative. The project, financed by AI-NURECC initiative offering scholarships to students coming from non EU countries, intends to encourage creation and development of innovative cultural companies aimed at enhancing the cultural heritage of the Adriatic-Ionian Macroregion. The Adriatic Start-up School final



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purpose is to draw up business plans to be submitted to the institutional, entrepreneurial and financial world of EUSAIR.

For the third edition of the Adriatic Start up school they are looking for partnership with public and private organisations in the AI countries in order to spread the information about the next call in January 2019, and engage as many candidates as possible from their respective territories. In particular Forum AIC and it's member, will be active involved as the Chamber of Commerce are key actors in the terms of sustainability of the start-upers once they will be back to their own territory. The support of the Chambers of Commerce is essential in order to gave sustainability to the business ideas, and the Forum AIC is working with it's member in order to create a more structured partnership with public and private organisations. The school will start in May 2019 and will be held in Ancona. Mrs Farinelli explained that this is an opportunity for all to learn entrepreneurial management skills in cultural tourism and creative industries and that all expenses for accommodation and travel, will be covered for all participants thanks to the support of AI-NURECC initiative wich will cover the scholarships for participants coming form non Eu countries.



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**Tomislav Klarin** from University of Zadar pointed out the role of creative industry in sustainable tourism. On the example of City of Zadar, he showed how creative architecture may influence the change of tourism identity and branding on the tourism market. Prof. Klarin stressed the opportunity of such process in tourism development, however, he also warned on possible negative effects on the local community and their cultural identity, which could reduce the tourist attractiveness and quality of life of local community.

The last speaker of the 1<sup>st</sup> panel was **dr Flora Karagianni**, Head of the Promotion of Scientific Research at the European Centre for Byzantine and Postbyzantine Monuments. She presented the NAVIS project through which the historical ports of the Adriatic and Ionian region are to be connected with the aim of their promotion as the unique destinations of cultural tourism.

By presenting projects and initiatives this panel has called for cooperation:

- Within the Mirabilia network, where the CCE County Chamber Split has expressed interest and will attend the next meeting in Pavia, Italy on the 27<sup>th</sup> of October



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- To all public and private organisations in the AI countries in order to spread the information about the next call of the Ecapital Culture – Start-up School in January 2019, where all that enlist have the opportunity to learn entrepreneurial management skills in cultural tourism and creative industries with all expenses in regards to accommodation and travel covered for the duration of the school.

In conclusion Ms. Farinelli announced the upcoming AI-NURECC events within the Creative and Cultural Task Force, next training workshop on ICC Start-up “ Creative and Cultural Industries in the Eusair Area “ that will be held in Tirana (Albania) on 21 November 2018. The training workshop will take place within a two-day Conference focused on EU Policies and EU Territorial Cooperation Opportunities organized by CPMR in the framework of AI-NURECC Initiative and the Trainig Workshop to be held in Bosnia and Hertzegovina in march 2019.

We can conclude that the panel 1 has, in line with the AI NURECC initiative, addressed its guidelines through involving stakeholders of Chambers, Cities, Universities and other important institutions. The Workgroup has encompassed presentations which have brought together the culture and creative sectors and has promoted the EUSAIR within the EYCH 2018.



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## PANEL 2

Moderator: **Dr Cinzia De Marzo**, EU senior advisor of the AIC Forum & sustainable tourism expert,

With a similar approach, within the **Panel 2 'The Sustainable tourism management at macro-regional level, in line with the UN2030 17 SDG's'**, the WG for sustainable tourism aimed at gathering concrete examples and achievements linked to the EUSAIR Action Plan (Pillar IV – Topic 2) also compared with previous EU macro regional strategies like Danube region, fostering the implementation of monitoring tools (i.e. ETIS implementation at DMO level (Ljubljana), CROSTO International sustainable observatory in Croatia, etc) able to measure the impact that the already set projects and actions, in line with EUSAIR strategy have. The aim of the Workgroup was to promote the exchange of expertise, and to foster further cooperation between the countries of the Adriatic and Ionian region in regard to sustainable tourism, with focus on management, measurement and implementation of indicators and tools.

The keynote speaker of the Panel 2 was **Mr Gordon Sillence**, vice president of Ecotrans (European Network for sustainable tourism development) who said that “All regions are now part of an internationalized economy that



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offers both challenges and opportunities in the context of overall global to local sustainable development, encapsulated in the UN/EU 2030 Agenda for Change”, he stressed that the time for implementation is now and that the key is in international collaboration, while ICT will make it possible. He also invited to a mutual use of tools that are currently at disposal.

**Ms Blanka Belošević** from the Ministry of tourism, as the EUSAIR strategy Sustainable tourism pillar coordinator for Croatia, stated that the “Focus of the pillar are two themes; Diversified tourism offer and Sustainable and responsible tourism management” and stressed that “the greatest challenge in reaching these goals is financing”.

In line with the above mentioned, **Ms Barbara Toce**, vice president of Local and Regional Authorities of the Council of Europe, continued listing European and national strategies of sustainable tourism and concluded that a better international cooperation is necessary for achieving greater improvements, regarding sustainable and responsible tourism.



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**Dr Hrvoje Carić** from the Croatian Institute for Tourism introduced the participants with CROSTO (Croatian Sustainable Tourism Observatory), a long-term international research project of the Institute for tourism established in cooperation with the World Tourism Organization (UNWTO) in order to monitor and measure tourism sustainability in Croatia. CROSTO is a member of International Network of Tourism Observatories (INSTO) which is being developed under auspices of the UNWTO.

Two primary tasks of CROSTO observatory are:

- 1) Measurement and monitoring of tourism sustainability at regional level;
- 2) Promotion of measurement and monitoring of tourism sustainability at local level.

As the primary tool for tourism sustainability measurement and monitoring, CROSTO applies European Tourism Indicator System (ETIS), developed by the European Commission.

Carić stated that “Tourism can feel the consequences of pollution, but it can also cause pollution. The point is very simple, the use of resources must be less than the possibility of their renewal. So in order to manage we need to measure.”

In order to compare and connect with other regions, the following speakers presented their best practices:



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- **Mr Danko Čosić**, Director of Programmes at the Danube Competence Centre showed a short film about the Danube region
- **Ms Alenka Soršak**, Senior expert advisor – DMO representative from Ljubljana, told us the story of Green Ljubljana
- Concern in regards to small rural towns was expressed by **Ms Nikolina Radmilo Pivčević**, director of the Cooltour travel agency from Omiš, Croatia, showing us the example of Gata, a small rural town in Split – Dalmatia County.

## 1. Main outcomes

From both panels, the following question marks and challenges have been raised and, to tackle those critical issues, some common actions need to be taken:

- In the field of cultural and sustainable tourism (including creative and cultural heritage), there is a great potential in the Adriatic and Ionian area which has to be exploited;
- There is a huge amount of existing projects (transnational, European) which can be capitalized if the key stakeholders will share better information and will foster exchanges;



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- How to face the lack of qualified human resources and investments, in order to ensure better integration;
- There is a need to ensure coherence from management to marketing activities, with regards the promotion of tourist destinations (linked with cultural routes, UNESCO sites, natural areas, etc) across the AI countries;
- It is crucial to monitor the socio-cultural and environmental impact of the macro-regional dimension, related to sustainability issues.

#### 4.Actions agreed

The Workgroup has identified a **basket of possible common existing and thematic projects**, already co-financed by the EU through the territorial cooperation programs, that are in line with EUSAIR Action Plan (the 2 priority actions for Pillar IV) and the AINURECC initiative, which also contribute to the development of an effective multi-actor and multi-level governance of EUSAIR.

The key stakeholders agreed to improve better coordination and collaboration among the respected governments at the AIC macro-regional level, in order to generate a **critical mass** based on experience/replicable models already done by various stakeholders. This



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is imperative to avoid fragmentation and to facilitate the deliverable of concrete results.

Within this Workgroup, namely the representatives of the Regions, Cities, Chambers of Commerce and Universities of the Adriatic and Ionian area, have decided to pool their knowledge and expertise to set-up more structured and stronger cooperation among all public and private key stakeholders, aiming at promoting the exchange of expertise, capitalising on project ideas and enhancing business to business solutions in the upcoming months, with a long term perspective.

## PARTICIPANTS



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- 1) Alenka Soršak, Ljubljana Tourism, SLOVENIA
- 2) Alina Nistor, Forum AIC, ITALY
- 3) Ana Begovic Mihatovic, City of Dubrovnik, CROATIA
- 4) Ana Brzic, CCE – County Chamber Split, CROATIA
- 5) Ana Marija Pilato Krilo, City of Dubrovnik Development Agency, CROATIA
- 6) Anastasios Karnaros, Development Association Of Ilia, GREECE
- 7) Anđelka Šukan, Office of the Prime Minister HB County, BOSNIA AND HERZEGOVINA
- 8) ANDRIJA FABRIS, City of Korčula, CROATIA
- 9) Andro Krstulović Opara, City of Split, CROATIA
- 10) Antonia Trze Biuk, WOTAN d. o. o. Language School, Kaštel Sućurac, CROATIA
- 11) Antonija Eremut Erceg, Split Development Agency Ltd, CROATIA
- 12) Barbara Mori, Commercialista, ITALY
- 13) Barbara Toce, Congress of Local and Regional Authorities, Council of Europe, ITALY
- 14) Bektash Mema, University Eqrem Çabej Gjirokaster, ALBANIA
- 15) Blanka Belošević, Ministry of Tourism, CROATIA



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## WORKGROUP ON ECONOMIC ANALYSIS AGENDA

### “Diversity as a Potential”

17/10/2018 at 2.30 p.m.

#### Forum AIC:

Pordenone – Udine Chamber of  
Commerce

Mr. Mario Passon & Antonella

#### UniAdriatic:

University of Trieste, Italy

Mr. Maurizio Fermeglia & Mr.  
Giuseppe Ieraci

*With the collaboration of Split Chamber of Economy, Ms Vesna Friedl*

**Moderator:** prof. Giuseppe Ieraci (UniAdriatic)

**Keynote:** Zvonimir Savić, director of Sector for financial institutions and economic analysis, Croatian Chamber of Economy:

Regional particularities; comparison of Croatian counties with the respective sub-regions within the Adriatic and Ionian region

**1. ESPON “European and macro-regional territorial monitoring tool for the EUSAIR”, Laurent Frideres and Efrain Larrea**

- Introduction, outline, structure and objectives



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- Brief presentation of the macro-regional tool (prototype) focusing on the indicators and information already included for the EUSAIR by considering pillars/objectives and priority areas

## 2. Experiences of stakeholders

- prof. Giuseppe Ieraci, Department of Social and Political Sciences, University of Trieste: Policy Analysis Lab
  - Vinko Muštra, PhD, Faculty of Economics Split: Regional competitiveness and smart specialization
- a.i.* mr. sc. Ana Odak, assistant minister, Directorate for Strategic Planning and Coordination of EU Funds, Ministry of Regional Development and EU Funds
- b.* dr. Nina Drakić, director of Sector for economic development, Chamber of Economy of Montenegro: Specificities of the Montenegro economy – the potential of the Adriatic Ionian Region
- c.* Anton Starčević, President of the Board Adviser, RAIFFEISENBANK AUSTRIA d.d.: Commercial Financing on Diversified Markets

### □ Discussion



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## 8) Output expected

## 9) Next steps

### FINAL DOCUMENT

Split 17<sup>th</sup> October 2018

#### *1. Introduction*

The topic of the Workgroup on Economic Analysis was Diversity as a Potential, taking into consideration that the Adriatic-Ionian region is an area of significant socio-economic differences among its countries. It was held in the framework of the 1st Joint Conference Fora of the Adriatic and Ionian Chambers of Commerce, Cities and Universities in Split. For the first time organized and coordinated together by the UNIADRION and FORUM AIC. Coordinators were University of Trieste: Mr. Maurizio Fermeglia and Mr. Giuseppe Ieraci and Pordenone-Udine Chamber of Commerce: Mr. Mario Passon and Ms Antonella Cappelletti, supported by the Mrs Vesna Friedl, Split County Chamber.

The moderator was prof. Giuseppe Ieraci.



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## *2. Strategic outlines*

Adriatic and Ionian Region (EUSAIR) is highly heterogeneous in economic, infrastructure, demographic and geographic terms. Analysing economic and socio-political basics, harmonizing development infrastructure programs and monitoring the transnational impact of envisaged policies and investments is of crucial importance for achieving sustainable economic and social progress throughout the region. This macroregion includes 8 countries: 4 EU Member States (Croatia, Greece, Italy, Slovenia) and 4 countries outside the EU (Albania, Bosnia and Herzegovina, Montenegro, Serbia). Therefore, the Workgroup, focused on the analysis of regional strengths and weaknesses, and a common reflection on the possibilities for progress. The views of all participants on this topic were interesting; presentations of representatives of chambers of commerce of different countries, as well as ministry and financial institution.

Zvonimir Savić, Director of the Department for Financial Institutions and Economic Analysis of the Croatian Chamber of Economy, presented regional similarities, differences and interesting facts. Looking at GDP per capita, all countries are below the EU average. The number of inhabitants



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is declining in all countries, and the population is ageing. Of particular importance is the large number of protected UNESCO sites (Italy 49, Greece 16, Albania 2, BiH 3, Montenegro 3, Serbia 5 and Croatia 10).

Although very diverse in economic trends and potentials, Adriatic and Ionian region is rich in cultural and historical heritage. While the use of natural resources might be limited due to geography and negative demographic trends, the potential for economic and cultural cooperation remains visible in the region.

Assistant Minister of Regional Development and EU Funds, Ana Odak presented a new approach to strategic planning in Croatia, from S3 (Sectoral policies, Smart Specialisation Strategy, Regional development) to NDP 2030 (National Development Strategy 2030), highlighting the importance of smart specialization and the creation of functional regions for balanced regional development. Smart specialization and cross-border access to research, development and innovation offers numerous opportunities for collaborating on projects, creating partnerships with similar priorities on the macro-regional level. Full implementation of the EU program can raise GDP by 3%.



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Vinko Muštra prof. from the Faculty of Economics in Split gave emphases to the regional competitiveness and smart specialization. Recently Dijkstra et al (2011) defined regional competitiveness as the ability to offer an attractive and sustainable environment for firms and residents to live and work. Regional competitiveness index (RCI) on NUTS II level in 2010, 2013 and 2016 represents a unique tool for measuring this phenomenon and indicating huge differences among the EU regions. At the same time, economic literature underlines the importance of innovation for growth and development and RCI offers evidence for huge differences among regions. European Commission recognizes the need to unlock the growth potential of the EU through identifying activities that offer the best chance of strengthening a region's competitiveness, but also ~~and~~ specific challenges on regional level, proposing smart specialization as a new strategic approach to economic development through targeted support to research and innovation.

Nina Drakić, director of Sector for economic development, Chamber of Economy of Montenegro presented specificities of the Montenegro economy and the potential of Adriatic Ionian Region. More intensive cooperation in the Adriatic Ionian Region would strengthen the competitiveness of Montenegro and other countries and would also



On this Workgroup, two interesting projects were presented:



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## ESPON – dashboard – data

- **EPAL** – economic and policy strategy analysis

Prof. Giuseppe Ieraci presented “Economic and Policy Analysis Lab” – project that takes into account the socio-economic differences among the countries of the Adriatic area and it is specifically addressed to investigate and put forward policy proposals for a better political and economic coordination among the partner countries.

The Economic Sphere – Making Regular Reports on Economic Results and the Political Situation of the Adriatic-Ionian Countries, the Centre for Monitoring and Investigating the Region (MrCAR), whose main task is to collect and analyse reliable and comparable data throughout the region, as well as linking to the set of projects and tools. Objectives: to promote "tools" for investment and/or strategic policies; verification of sustainability of economic and social reforms.

The Socio-political sphere – Editing of an Annual Regular Political Reports (ARPR) on the Adriatic-Ionian countries, with a specific focus on the societal transformations and the viability of the decision-making processes in these countries. Objectives: analysis of socio-demographic transformation; analysis of the systemic constraints of the decision-making processes.



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Laurent Frideres, head of Unit for Evidence and Outreach, ESPON Programme and Efrain Larrea introduced European and macro-regional territorial monitoring tool for the EUSAIR (the system that ESPON is currently developing). The objective is to develop a tool to monitor development trends and patterns in Europe, and specifically in the Adriatic and Ionian region. It will support policy makers and other stakeholders with territorial information, data, maps, graphs, analytical features and short reports. The ultimate goal is to provide a good basis for the entire Adriatic-Ionian region based on reliable indicators and their analysis. Particularly highlighted is the problem of comparability of data from EU member states and those that are not.

### ***3. Conclusions***

The Adriatic-Ionian Region is highly heterogeneous in economic, infrastructure, demographic and geographic terms. The diversity of the Adriatic-Ionian region is potential for the prosperity of macro region. At the same time, it is a challenge for future policies, decisions and coordination.



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There are two different philosophies, but not incompatible, actually complementary to each other:

1. Data collection and analysis (when collecting and analysing data in this region, we face an issue of comparability of data – those from EU member states and those that are not, as well as indicators to choose)
2. Policy and economic expertise.

Since the data does not speak for itself, and policies need a basis, it is necessary to:

- a) Link data and expertise
- b) Relate data and expertise to specific policy areas – tourism, transport and infrastructure, energy (planning, decision-making and encouraging development).

General objective is to improve economic growth and the employment rate while preserving the environment. More intensive cooperation would contribute to the competitiveness of the economies of individual countries (areas: tourism, transport and infrastructure, energy).



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We should not forget the importance of smart specialization and creating functional regions for balanced regional development, too. Balanced regional development through regional competitiveness and smart specialization is the path that is supported by the European Commission.

To encourage growth in regions that are not attractive to commercial financiers, it is necessary to provide non-commercial financing. Otherwise, the unattractive regions are stagnant and the population is concentrated in the growing regions.

### ***3.Action agreed***

- Linking all active participants and sharing presentations and useful information in future
- Cooperation with the ESPON programme and the use of ESPON tools
- Build a network of stakeholders who make decisions (policies) – especially in the 3 areas
- Organize workshops and conferences to exchange knowledge
- Launch professional study programs on economic analysis

Project proposal:



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Economic and Policy Analysis Lab (UNIADRION) – The elaboration of regular reports on the *economic performances* and the *political situation* of the Adriatic-Ionian countries.

## PARTICIPANTS

- 1) Bralić Neda Hrvatska gospodarska komora Županijska komora Šibenik
- 2) Dadić Mario Odjel za stručne studije Sveučilišta u Splitu
- 3) Drakić Nina Chamber of Economy of Montenegro
- 4) Dumanić Marjan Javna ustanova RERA S.D.
- 5) Frideres Laurent ESPON EGTC, Luxembourg
- 6) Friedl Vesna Hrvatska gospodarska komora Županijska komora Split
- 7) Galić Snježana Galić Tax Consulting d.o.o., Split
- 8) Goić Srećko Ekonomski fakultet Sveučilišta u Splitu
- 9) Golem Silvia Ekonomski fakultet Sveučilišta u Splitu
- 10) Ieraci Giuseppe University of Trieste
- 11) Labropoulos Marios Chamber of Commerce of Ilia
- 12) Larrea Efrain MCRIT, Barcelona
- 13) Lubina Branko Pomorski centar za elektroniku d.o.o., Split
- 14) Mangialardo Silvia Uniadrion



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- 15) Muštra Vinko Ekonomski fakultet Sveučilšta u Splitu
- 16) Odak Ana Ministarstvo regionalnog razvoja i fondova EU
- 17) Passon Mario Chamber of Commerce of Udine
- 18) Pauk GoranŠibenko–kninska županija
- 19) Pilutti Maria Lucia Chamber of Commerce of Udine
- 20) Remetin Srećko Hrvatska gospodarska komora  
Županijska komora Split
- 21) Rozga Ante Ekonomski fakultet Sveučilšta u Splitu
- 22) Savić Zvonimir Hrvatska gospodarska komora
- 23) Sekelez Katarina Aplikat 28 d.o.o., Split
- 24) Starčević AntonRaiffeisenbank Austria d.d., Zagreb
- 25) Šuta Tomislav Vodovod i kanalizacija d.o.o., Split
- 26) VeroliSilvia Ancona Chamber of Commerce
- 27) WeissJakob Metis GmbH, Vienna
- 28) Zec Nedjeljko Skalica d.o.o., Split
- 29) Zorica JelenaHrvatska gospodarska komora Županijska  
komora Šibenik
- 30) Pezo Stjepan Galeb
- 31) Vicelić Tonći Raiffeisenbank Austria d.d., Zagreb
- 32) Bilić Kristina MRRFEU
- 33) Kovač Mislav MRRFEU



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- 34) Stella Arneri      Agencija za regionalni razvoj
- 35) Mladineo    Maja    HGK ŽK Split      r
- 36) Trojić Nikolina      HGK ŽK Dubrovnik
- 37) Peter Tina    HGK
- 38) Donato      Iacobucci    Università Politecnica delle Marche,  
Ancona
- 39) Giacomo    Nespeca    FORUM AIC, Ancona



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## WORKGROUP ON SOCIETAL CHALLENGES

### AGENDA

**“Cohesion of the adriatic–ionian region – global challenges”**

**Forum AIC:**  
Chamber of the Bosnia–Herzegovina  
Federation

**UniAdriion:**  
University of Bologna

*With the support of Split Chamber of Economy, Ms. Antonija Bašić.*

**Panel 1: Adriatic – Ionian Macro Region: Migration Route or Region in  
Migration?**

**Moderator:** Marko Šantić, Chamber of Economy of the Federation of Bosnia  
and Herzegovina



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- 1) Žarko Dugandžić, professor, University of Mostar, “ *Contemporary refugee/migration crisis and its reflection on European and BiH reality*”
- 2) Dušan Nikolić, professor, University of Novi Sad, “*Influence of migrations on the development of Universities and University Cities*”
- 3) Stefano Bianchini, professor, University of Bologna, “*Migrations and Territorial cohesion: potentials and Challenges*”
- 4) Danica Bakotić, professor, University of Split, “*Importance of strategic HRM in context of migration and lack of workforce*”
- 5) Saša Mrduljaš, Institute for Social Research, “*Adriatic-Ionian area – origin of European civilization*”
- 6) Slađan Bevanda, minister, Ministry of Interior FBiH, “*Suppression of Illegal migration and effectiveness of border control*”

## Panel 2: Natural Disaster and their Consequences – key challenges Adriatic – Ionian Region

**Moderator :** Antonija Bašić, Chamber of Economy, County Chamber Split



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- 1) Petar Mišević, Advisor to the President CCE, *“Role and importance of the General data protection regulation”*
- 2) Robert Markt, Executive President of the Croatian Red Cross, *‘Crisis resource management’*
- 3) Ante Sanader, vice President CIFT and President of the Croatian Fire Association, *‘Organizing fire association in Croatia’*
- 4) Holta Komino, specialist of General Directorate of Fire and Rescue Service of Albania *“Organization of Fire and Rescue Service”*
- 5) Dijana Klarić, project manager, Croatian Meteorological and Hydrological Service, *‘Integrated Strategy for Risk Management of Flooding in Adriatic-Ionian Region’*



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## FINAL DOCUMENT

Split 17<sup>th</sup> October 2018

The Round Table „Social Challenges“ was held on October 17, 2018 at the Radisson Blu Hotel in Split, Croatia. Coordinators of the table were Marko Šantić, president of the Chamber of Economy of Federation of Bosnia and Herzegovina – who also moderated the first panel; and Stefano Bianchini from the University of Bologna. The organizer of this table was Antonija Bašić from Split Chamber of Commerce, and she also moderated the second panel.

Theme of the round table was **“Cohesion of the adriatic–ionian region – global challenges”** and the table was divided into two panels:

- I) **Adriatic – Ionian Macro Region: Migration Route or Region in Migration?**
- II) **Natural Disaster and their Consequences – key challenges of the Adriatic – Ionian Region**

### Panel I

As part of the Conference on the *“Present and Future of the Adriatic–Ionian Region”* on the Round Table on Social Challenges, the topic of



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migration was set out. The main question to speakers was to what extent did the Adriatic–Ionian region become a migration route to the European Union, and to what extent it is the source or destination of migration.

**Željko Dugandžić from the University of Mostar**, addressed to the problem of so-called "Balkan routes" from the perspective of Bosnia and Herzegovina. According to Dugandžić, the only ones who really benefited from the current migration crisis are human traffickers and smugglers.

The question is therefore the readiness of BiH to accept a greater number of migrants coming through the "Balkan routes", especially in the context of the outflow of the domestic population into Western countries. He noted that there was a real danger that migrants would remain stuck in front of the EU gate and potentially in BiH, which would be a huge logistical, security and financial challenge for poor and dysfunctional BiH.

**Stephano Bianchini of the University of Bologna** presented a study on migration trends, both within the Adriatic and Ionian region and across the region. The focus of the research was on migration trends within the Adriatic–Ionian region. Bianchini sees the causes, among others, in the economic crisis, the enlargement of the EU which has made it easier for



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many people to work throughout the European Union, but also highlights the frequency of cases of family reunification abroad.

However, he emphasizes that migration can be an opportunity, and it is up to us to find a common solution and draw the best out of this problem that has surprised us all in the EU.

**Danica Bakotić from the University of Split** was up with the issue of brain drain and emphasized the importance of strategic human resource management in the context of migration and lack of workforce. Large outflow of people after EU entry in 2013 is a phenomenon that has occurred also in other neighboring countries since joining the EU. People do not go away just because of the difficult material situation and the economic crisis, but also because of education and personal advancement. The data entered are different if we observe the data from the recipient countries and the countries that they are leaving from. There is also a disparity in statistical monitoring.

Automation of work and adoption of new technologies can lead to productivity increase up to 30%, and this can be a solution to the problem of lack of workforce, but we must be aware that in this case we must invest in lifelong learning so that we can give people the opportunity to stay on the work market. Looking at Croatia, statistical data show that



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women's share of the labor market is below 50%, which gives us a lot of room for development in this field of work.

**Dušan Nikolić from the University of Novi Sad** emphasized that the migration of highly educated people in perspective is the most serious problem of each country in southeastern Europe. Only about 3,000 doctors went from Serbia and neighboring countries. Bearing in mind that the cost of education that the state spends on average for one physician is approximately EUR 250,000, it means that the EUR 750 million worth of value that we have created while the EU allocates about EUR 15 million of pre-accession funds for the education of South East European countries .

What matters to be crucial is to convince the social community that without universities there is no development at all, and accordingly development of the region as well. EU support certainly needs to be greater in the whole of this problem, since all of us ultimately share the same fate.

In addition to this, also **Petar Mišević, Advisor to the President of the Croatian Chamber of Economy**, spoke about the important issue of protecting personal data through the GDPR ordinance. "The data is digital



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gold," Misevic said, adding that we are all aware of the risks associated with social engineering today.

**Saša Mrduljaš from Ivo Pilar Institute** who gave a historical overview of the importance of the Adriatic-Ionian region in the European context, and **Slađan Bevanda, Minister of Internal Affairs of the Herzegovina – Neretva County of Federation of Bosnia and Herzegovina**, who showed unquestionable readiness for inclusion in a common European approach against illegal migration and trafficking.

## Panel 2

Panel, whose theme concerned the natural disasters we've had, for start, a chance to hear about the work of the Red Cross and the way in which they mobilize and act in crisis situations. That is, how to maximize the cooperation of companies and humanitarian organizations, to properly direct the donations of citizens, to manage the logistics during crisis events, even in a recovery phase, spoke **Executive President of the Croatian Red Cross Mr. Robert Markt**. Praiseworthy action undertaken by employees and a large base of volunteers are optimally arranged logistics and thus give the best results. "A neighbor helps first" is the coordination that brings together the country or society of Red Cross



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Southeast Europe, and can serve everyone as an example of good practice.

We also had the opportunity to hear a lot about fires and how to react when crisis situation occur. About the peculiarities of this industry , **Ante Sanader**, vice president of the International Organization of protection and rescue CTIF, and also the president of the Croatian Fire Services Association and **Holta Komino**, an Albanian expert Directorate for Fire and Rescue Service general, have spoken. Sanader stressed that our primary objective should be to strengthen regional cooperation and common responses to problems related to safety and the environment, whether it is by air or by land. He also announced the construction of a regional center for training of operational forces of fire service and civil defense with the ultimate aim of joint cooperation, education and training forces. Here we can see our opportunity to become a key regional player with a unique state of the art polygon for training with eminent experts for training. President of HVZ, Sanader, also proposed the establishment of community firefighters of Adriatic-Ionian region, which would further link helping each other in crisis.

Furthermore, apart from the fire, in the Adriatic-Ionian region problems of flooding from the sea are present as well. A project I-STORMS is presented by the project manager of the State Hydrological Institute,



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**Dijana Klaric.** The aim of this project is to construct a common 'risk map' of early warning on flooding should so that certain crisis related to these issues could be foreseen. During the project the conditions for the creation of public and efficient service at the regional level will be realized, as well as space for the promotion of the region of Croatian experiences and scientific achievements in the study of flooding from the sea in the Adriatic. It is important to stress that the tradition of measurements in Croatia is very old, and more than 160 years they are carrying out various measurements and forecasting in Split and Rijeka.

Round table " Societal Challenges " touched almost all the challenges that society currently faces and on what there must be an answer and solutions. Migrants and migration crises that are commonplace throughout the region, expect long-term solution which Europe has to offer unanimously and for all. We touched upon the issue of migrants in the workforce as well as migrants in terms GDPR and their frequent problems with documents.

The second panel was dedicated to natural disasters, because as we know, fires, earthquakes and floods do not recognize national boundaries and rapidly spread from one country to another. It is therefore very important to be networked with our neighbors, coordinated and to share examples of good practice and experience among countries and each others.



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## Conclusion

- 1) The European Union is today in front of the crossroads, because it hastily must reconcile several different multi-dimensional platforms on the issue of migration, such as: a coherent migration policy acceptable to all Member States; it has to have the ability to accept migrants and sustainability of social cohesion in European countries; development and health aspects of migration; multiculturalism concept;
- 2) In the next period, migrations from villages to the cities will have a downward trend since it is in rural areas remained relatively few young people. In society in general, as well as key decision makers should be clear that without strong and comprehensive universities there will be neither stable social community nor any kind of social progress.
- 3) Special attention should be paid to the development of models on how to regulate and control the migratory pressure and protect the human



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rights of vulnerable migrants, and that this does not disrupt the internal security of the EU and individual Member States, and institutions which are constructed by a Member State of the Union.

- 4) Refugee crisis in the Balkans still has no significant impact, since the same Balkan countries as the final destination, at least currently, are not interesting for a larger number of refugees of Syria, Iraq and Afghanistan
- 5) In the case of adverse developments for refugees and a possible reversal of policies of the European Union concerning asylum policy, it is a very possible situation that as the only option for asylum refugees are seeking in BiH. Bosnia and Herzegovina is in danger of becoming a country where migrants will remain stuck.
- 6) In the context of migration, there is a problem of lack of manpower. Strategic human resource management has at its disposal a number of ways and measures for attracting and retaining employees, which are primarily related to internal needs of employees. In addition to this, due to the unfavorable demographic trends, strategic human resource management should focus on the inclusion of women in the labor market, as well as retention of older employees.
- 7) What we do is get to know the profile of migrants on the basis of education, social class and life experience which would be useful for



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the socio-political strategies of integration into society, as well as for their integration into the labor market.

- 8) To take into account demographic trends, especially of rural areas and the need for economic and social development of various territories.
- 9) Align statistical systems at European level – EUROSTAT in order to use the same methodology so that it is easier to see the same measurability.
- 10) Crisis to be solved where it arises. In other way the consequences are just (not) successfully mitigated and the causes remain intact.
- 11) Europe should solve this crisis without losing themselves, and the walls will not help.
- 12) It should be noted that the Adriatic-Ionian area is heterogeneous: ethnically, religiously and by the contribution of its segments civilization flows. At the same time all these segments in a thousand years of interaction that influenced their identity and its uniqueness contributed to the recognition of the importance of the Adriatic-Ionian area.
- 13) When we talk about crises of natural disasters, it is essential to raise the communication in the region to a higher level, and reduce administrative barriers to the end, because natural disasters know no borders, and very quickly escape out of control.



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- 14) Establishment of a community of firefighters of Adriatic-Ionian region is proposed, which would further connect and help each other in crisis situations.
- 15) Construction of a regional center for training of operational forces of fire service and civil protection for the purpose of joint cooperation, education and training is planned.
- 16) Red Cross operates in crisis events disaster and emergency situations. Their key to a successful action in crises is logistics. There is plenty of room for the development of better cooperation with the cooperative sector, pooling the various actions.
- 17) To continue to work according to the plan of the project I-STORMS, which will lead to a joint creation of risk maps, numerical modeling and early advance warning to the flooding of the sea in the Adriatic-Ionian region.

## PARTICIPANTS

- 1) Babarović Marin, Vajt d.o.o., Split
- 2) Bakotić Danica, University of Split Faculty of Economics
- 3) Bašić Antonija, Croatian Chamber of Economy Split County Chamber



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- 4) Bevanda Slađan, Ministry of Interior of Bosnia–Herzegovina Federation
- 5) Bianchini Stefano, University of Bologna
- 6) Bralić Matko, HVZ, Split
- 7) Dugandžić Žarko, University of Mostar
- 8) Glavina Dražen, HVZ, Split
- 9) Klarić Dijana, Croatian Meteorological and Hydrological Service
- 10) Komino Holta, General Directorate of Fire Protection and Rescue Service of Albania
- 11) Kovačević Ivan, JVP, Split
- 12) Kovačević Marin, CETRUV, Split
- 13) Margitić Mihelec Elizabeta, Croatian Chamber of Economy County Chamber Rijeka
- 14) Markt Robert, HCK, Zagreb
- 15) Joško Metličić, HCK, Split
- 16) Mišević Petar, Croatian Chamber of Economy
- 17) Mrduljaš Saša, Institute for Social Research
- 18) Nikolić Dušan, University of Novi Sad
- 19) Pluchino Melanie Sissi, Ancona Chamber of Commerce
- 20) Sanader Ante, HVZ, Split
- 21) Sanader Ivan, HVZ, Split



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- 22) Šantić Marko, Chamber of Economy of Federation of Bosnia and Herzegovina
- 23) Topić Josipa, Chamber of economy of the Federation of Bosnia and Herzegovina
- 24) Vidić Tomo, HVZ, Split
- 25) Zec Tihomir, HVZ, Split
- 26) Zorić Mirela, Croatian Red Cross
- 27) Ivica Barbarić P/G KbiH
- 28) Bože Delić, HVZ Split
- 29) Felicijo Parčina, VZZSD
- 30) Pušić Ana, SOST
- 31) Lasić Viktor, HGK Mostar
- 32) Iva Kuliš, ŽK Split
- 33) Lidija Fuštar, DHMZ
- 34) O'Connor Martin, Kylin Prime Group
- 35) Anđelko Milardović, IMIN



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## WORKGROUP ON WOMEN ENTREPRENEURSHIP

### AGENDA

**Forum AIC:**  
Split Chamber of Economy

**Ms. Adriana Radić Brzović**

**UniAdriatic:**  
University of Ioannina

**Ms. Jenny Pagge**

17/10/2018 at 2.30 p.m.

#### Panel 1 – From sports to business success

**Moderator:** Mirjana Čagalj (tennis), Vice President of the Croatian Chamber of Economy, President of the AIC Forum

**Key note:** Sanda Čorak (judo), President of the Croatian Judo Federation and Vice President of the Croatian Olympic Committee

VIDEO – Aspa Lekka (handball), From a successful handball player and a Harvard graduate to an entrepreneur

- 11) Sanja Ančić (tennis) Consultant at McKinsey & Company
- 12) Jelena Kostanić Tošić (tennis), Croatian tennis federation
- 13) Sunčica Ivanišević Kukoč (tennis), Lawyer, Law Office
- 14) Nenni Delmestre (tennis), Director in residence at Croatian National Theatre in Split



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- 15) Anđa Jelavić (basketball), Selector of the Croatian women's basketball team
- 16) Milena Šijan (alpinist), a women's hiking expedition to Mt Everest

## Panel 2 – Supporting Women on the Road to Success

**Moderator and Key note:** Ana Šimunović, AIS–Mark d.o.o. communication, Entrepreneurship

- 1) Gordana Restović, President of the Croatian Association of Business Women „KRUG“
- 2) Dragica Jerkov, President of the Croatian Association of Business Women „KRUG“, Split Branch
- 3) Mirna Jelčić, Director of the Regional economic development agency for Hercegovina (REDAH)
- 4) Mary Ann Rukavina Cipetić, Director of The Gender Task Force (GTF)
- 5) Valentina Disoska, President, Association of business women Macedonia
- 6) Jenny Pagge, Profesor, University of Ioannina, Greece – Women's Entrepreneurship in Greece



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7) Caterina Mazzanti, PhD candidate in Labour Law, University of Udine

– Pro-rete-PA, professionals networking for the Public

Administration in according to the Italian Law 120/2011 on gender

quotas



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## FINAL DOCUMENT

*Split, 17 October 2018*

Coordinators: Croatian Chamber of Economy – County Chamber Split and the University of Ioannina, Greece

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

The Work group on women's entrepreneurship “Women and Success” addressed the issue of women's experience of business success in two panel sessions.

The first panel session titled “From Sports Success to Business Success” tackled the building of career after the sports career, including statistics on the number of women in sports, support programmes for female athletes, education during the professional sports career, ratio between male and female athletes, etc.

The second panel session titled “Supporting Women on the Road to Success” presented networks of women entrepreneurs and businesswomen and the support provided by these networks to women running their businesses. The panellists, representatives of entrepreneurship networks from the region exchanged up-to-date information and personal experiences, discussing the current issues women face in entrepreneurship and the available modes of support.

### ***2. Strategic guidelines***

The first panel session titled “From Sports Success to Business Success” was moderated by Mirjana Čagalj, vice president of the Croatian Chamber of Economy, herself a former tennis player, and the participating panellists were chosen from the ranks of successful female athletes who managed to build successful careers after the end of the professional sports career, either as entrepreneurs or in senior management positions



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in sports organizations. List of panellists: Sanda Čorak, Sanja Ančić Ćurković, Jelena Kostanić Tošić, Sunčica Ivanišević Kukoč, Nenni Delmestre, Anđela Jelavić and Milena Šijan.

“I majored in Pharmacy and enrolled the Faculty of Economics at the same time – nothing was too difficult, thanks to the discipline I had gained through sports. Going out to the tennis court to play a match or taking an exam have one thing in common – desire to be prepared as best as you can.” – reflects **Sanja Ančić Ćurković**, Harvard MBA graduate, former successful tennis player and current employee of one of the best consulting companies in the world McKinsey&Company.

**Jelena Kostanić Tošić**, one of the best Croatian tennis players, Juniors Australian Open winner and formerly in 32<sup>nd</sup> position of the WTA rankings, admitted that it was not so easy to attend school parallel to exhausting training sessions. “Attending college preparatory high-school and doing 5 to 6 hours of tennis practice every day is not easy, the life of a professional athlete strongly defines who you are and you soon become more mature than your classmates. I now work at the Tennis Association, and it brings a different sort of adrenaline. Discipline in sports and knowledge of what you really want makes things easy to balance”.

**Sunčica Ivanišević Kukoč** played professional tennis while she lived in Germany. “Playing professional tennis, while at the same time attending school, and later law school, presented a real challenge for me. However, tennis helped by giving me discipline, strength and stamina for studying parallel to work”.

Another former successful tennis player, **Nenni Delmestre**, now a theatre director at the Croatian National Theatre Split, tied tennis with arts. “I often say to my actors that the most important thing on stage is to be present in the moment, just like the tennis player must be focused on the



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ball coming at the speed of 100 kph. Sports conveys important messages, how to learn to deal both with defeat and victory”.

After 18 years in professional basketball, **Anda Jelavić** now holds a sport science degree and manages Croatian women’s senior basketball team. She is a founder of girls’ basketball academy in Šibenik, with the aim of promoting children’s love of sports.

**Milena Šijan**, mountaineer, member of the Croatian Mountain Rescue Service and consultant in the field of nature conservation and sustainable tourism, member of the 2009 female Himalayan expedition. Milena Šijan is one of the four women who climbed Mt. Everest, Earth's highest mountain.

**Sanda Čorak**, former successful judoist, now a president of the Croatian Judo Association and vice-president of the Croatian Olympic Committee, emphasised the values fostered by sports when she was young. “I studied economics and to be able to compete as long as possible, I decided to obtain a master’s degree. After that, a professional career in sports management was a logical next step”.

The panellists unanimously agreed that the discipline is the most valuable trait they have transferred from sports into their ‘office’ careers.

**The second panel discussion “Supporting Women on the Road to Success”** focused on the perception of women in the labour market and their prospects. A number of data causing concern were presented. Namely, it is three times harder for women to find financing for starting a company than for men, although companies started by women are more successful and stable. Women CEOs run companies which are 38 % more successful. As little as 14 % of women reach higher management positions, and only 4 % hold executive positions in companies. The share of women in



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management boards of Croatian companies is only 17 %, in spite of the fact that majority of educated people in the world are women. This panel session attempted to reveal the issues and instruments that could serve as support to women in business.

Panel was moderated by communications expert **Ana Šimunović**, and the panellists were as follows: **Gordana Restović**, president of the Croatian Association of Business Women 'Krug', **Dragica Jerkov**, president of the Split branch of the Croatian Association of Business Women 'Krug', **Mirna Jelčić**, director of the Regional Economic Development Agency from Bosnia and Herzegovina (REDAH), **Mary Ann Rukavina Cipetić**, director of Sustainable Growth Initiative GTF and **Valentina Disoska**, president of the Macedonian Association of Business Women.

The key message of the panel discussion is that through association we gain the power of union, encouraging existing and potential women entrepreneurs to start new entrepreneurial projects, via networking, exchange of knowledge and experience, and ultimately encouraging self-employment of women.

After the panel discussion, **Jenny Pagge** from the University of Ioannina, Greece gave a presentation on women's entrepreneurship in Greece.

**Caterina Mazzanti** from the University of Udine presented a project/platform "Pro-rete-PA" developed by the University of Udine. "Pro-rete-PA" is a specific tool offering networking options for public authorities and professionals, designed in accordance with the Gender Equality Act.

### ***3. Conclusions***

**First panel "From Sports Success to Business Success"**



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- Sports build character and work ethic which make former athletes valuable workforce in the world of business. Sports teach us responsibility, teamwork, community spirit and the ways to accept defeat and value victories. One universal rule is that success is dependent on the effort invested in training or work, and this way of thinking represents an invaluable asset in life.
- Independently of sports career, it is crucial to invest in education, as every sports career reaches its end and then a new life begins. Legislation should ensure understanding and support of educational system for active athletes. They must be validated and promoted not only based on their results, but also their competences, experience and skills acquired during the sports career, which are key qualities in the labour market.
- The state authorities should educate parents, guardians and athletes on importance of career after sports career.
- It is necessary to raise awareness of employers about valuable competences of professional athletes, so they can acknowledge and validate these competences in the labour market, in order to develop working environment which enables smooth transition into another career.

### **Second panel “Supporting Women on the Road to Success”**

- The importance of women's role in the modern economy and the potential of women's entrepreneurship are insufficiently recognized.
- The biggest problems threatening women entrepreneurship are of financial nature, there is a lack of initial capital, and this is one of the main obstacles for potential entrepreneurs in translating ideas into business reality.
- Furthermore, one great problem we have been pointing out for years is the lack of accurate figures and statistical indicators on female entrepreneurship in Croatia and the region.



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- Women's entrepreneurship needs a more innovative approach to realize ideas and goals. Joint action is needed, i.e. associations and synergies at local, national, regional and global level.
- National institutions should recognize the potential of women's entrepreneurship and the state and local authorities should create programs that encourage women to establish businesses and thereby enable development of women's entrepreneurship.

#### ***4. Agreed activities***

The first panel of the Work group raised a significant interest of the audience, indicating a desire for further development of this topic. Our goal is to include the academic circles in the work of this Work group and to encourage the students and University staff to participate in similar panel discussions, in order to jointly contribute to raising awareness of the younger population about the importance of education, which must accompany professional sports career, so that the transition to after- sports career is faster and less difficult.

The conclusions of the Work group may serve as guidelines and the foundation for further development of topics related to women and sports, and new ideas for starting joint projects, educational activities, courses and Work groups on this and/or similar topics.

### **PARTICIPANTS**

#### ***CROATIA***

- 1) Blaženka Alebić, Convestigo d.o.o., CROATIA
- 2) Sanja Ančić Ćurković McKinsey & Company, CROATIA
- 3) Branka Babić, Infos Split d.o.o., CROATIA
- 4) Nela Bajić, Law Firm "Lubina i Čutura", CROATIA
- 5) Ana Barać , Entrepreneurship Center Sinj, CROATIA
- 6) Vesna Borisavljević, A.T.I. d.o.o., CROATIA

- 7) Slađana Brajević, University of Split, University Department of Professional Studies, CROATIA
- 8) Asja Brzović, Sine-ST d.o.o., CROATIA
- 9) Ana Buličić Krespi, PI RERA S. D., CROATIA
- 10) Anita Buškulić, Nekretnine Anita Tim d.o.o., CROATIA
- 11) Zuzana Civadelić, Agentura A.Z. j.d.o.o., CROATIA
- 12) Dora Čolaković, Vajt d.o.o., CROATIA
- 13) Nenni Delmestre, CROATIAN Nacional Theatre – Split, CROATIA
- 14) Gordana Deranja, Croatian Employers' Association, CROATIA
- 15) Tanja Duišin, Mediatores d.o.o., Porta Adria, CROATIA
- 16) Martina Filipović, Domos Dalmatia d.o.o., CROATIA
- 17) Herci Ganza, The Sports Commission of the Split Sports Association and the Croatian Society for the History of Sport, CROATIA
- 18) Alma Harašić Bremec, Association of Chefs from Mediterranean and European Regions, CROATIA
- 19) Sunčica Ivanišević-Kukoč, Lawyer Association, CROATIA
- 20) Dario Jagić, A.T.I. d.o.o., CROATIA
- 21) Jasna Jaklin Majetić, Pula Chamber of Economy, CROATIA
- 22) Anđa Jelavić, Croatian Basketball Federation, CROATIA
- 23) Dragica Jerkov, Fema d.o.o., CROATIA
- 24) Lada Karninčić, Trenton d.o.o., CROATIA

- 25) Jelena Kostanić Tošić, Croatian Tennis Association, CROATIA
- 26) Lidija Lijić Vulić, Ihtis d.o.o., CROATIA
- 27) Marina Lovrinčević, University of Split, Faculty of Economics, CROATIA
- 28) Ljiljana Najev Čačija, University of Split, Faculty of Economics, CROATIA
- 29) Iva Olivari, Croatian Football Federation, CROATIA
- 30) Terezina Orlić, Dubrovnik Chamber of Economy, CROATIA
- 31) Amalia Pensa, Be My Guest d.o.o., CROATIA
- 32) Sandra Pera, Biliškov nekretnine d.o.o., CROATIA
- 33) Jelica Pražen, Private high school "Dominis", CROATIA
- 34) Matea Prka, 21.Real Estate&Tourism Century d.o.o., CROATIA
- 35) Suzana Prkić Jurić, Split Chamber of Economy, CROATIA
- 36) Sanja Putica, Croatian Parliament, CROATIA
- 37) Adriana Radić Brzović, Split Chamber of Economy, CROATIA
- 38) Ines Radić, Mediatores d.o.o., Porta Adria, CROATIA
- 39) Renata Radnić Listeš, Elementa– Adult Education Institution, CROATIA
- 40) Danijela Rašić, Aquatic d.o.o., Aqua Med d.o.o., CROATIA
- 41) Gordana Restović, Croatian Business Women Association "Krug", CROATIA
- 42) Maja Regjo, Regjo consulting d.o.o., CROATIA

43) Mary Ann Rukavina Cipetić, GTF – Initiative for sustainable growth,  
CROATIA

44) Katarina Sekelez, Aplikat 28 Ltd., CROATIA

45) Jozica Skelin, Libor marketing managment d.o.o., CROATIA

46) Tanja Šalinovic, Tahoe-ST d.o.o., CROATIA

47) Milena Šijan, Nature & Adventure, CROATIA

48) Ana Šimunović, AIS-MARK d.o.o., CROATIA

49) Antonija Škojo, Elementa Laborum Standard d.o.o., CROATIA

50) Anita Talaja, University of Split, Faculty of Economics, Business and  
Tourism, CROATIA

51) Jerko Trogrlić, Vajt d.o.o., CROATIA

52) Antonela Vukorepa, Vajt d.o.o., CROATIA

53) Meri Vulić, Broker-Group Ltd, CROATIA

54) Maja Zelić, Business Incubator Klis, CROATIA

### *ITALY*

55) Antonella Cappelletti, Chamber of Commerce of Udine, ITALY

56) Adriana Celestini, Associazione Penelope donne della pesca, ITALY

57) Liviana Cervasi, Forum AIC, ITALY

58) Caterina Mazzanti, University of Udine, ITALY

### ***ALBANIA***

- 59) Brizida Hoxha, Durres Chamber of Commerce and Industry, ALBANIA
- 60) Jolanda Kote, SHGPAZ, ALBANIA
- 61) Julia Traja, Durres Chamber of Commerce and Industry, ALBANIA

### ***GREECE***

- 62) Niki Chronopoulou, Chamber of Commerce of Ilia, GREECE
- 63) Afrodity Makrigianni, Chamber of Aetoloakarnania, GREECE
- 64) Jenny Pagge, University of Ioannina, GREECE

### ***BOSNIA AND HERZEGOVINA***

- 65) Mirna Jelčić, REDAH, BOSNIA AND HERZEGOVINA
- 66) Aida Zubčević, Association of business women in BiH, BOSNIA AND  
HERZEGOVINA

### ***MONTENEGRO***

- 67) Neda Drašković, University of Montenegro, MONTENEGRO
- 68) Sanja Marković, Chamber of Economy of Montenegro, MONTENEGRO

### ***MACEDONIA***



I<sup>st</sup> Joint Annual Conference, 16<sup>th</sup>-18<sup>th</sup> October 2018, Hotel Radisson Blu, Split.

- 69) Valentina Disoska, Association of business women Macedonia,  
MACEDONIA