

# **12TH EDITION OF THE FORUM OF THE ADRIATIC AND IONIAN CHAMBERS OF COMMERCE**

BRINDISI, 6th-8th JUNE 2012

## **FINAL DOCUMENTS**

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## WORKGROUP ON AGRICULTURE FINAL DOCUMENT

Brindisi, 8th June 2012

### *Introduction*

The President of the Workgroup Mr. Jago Lasić begins work by thanking participants and recalling that the Workgroup on agriculture is particularly active and has developed a great many projects over the years since it was first established in 2004. The Forum of the Chambers of Commerce of the Adriatic and Ionian Area has consolidated its importance and the event has achieved international notoriety. The participation of all the countries of the eastern Adriatic-Ionian area confirms the strengthening of cultural, social and economic links between the two shores of the Adriatic basin.

The President recalls that some countries of the Adriatic-Ionian basin are currently at a pre-accession stage, e.g. Croatia, and are preparing to become future members of the European Union. The entry of Croatia means that the borders of the EU will actually be moved and will become even closer to countries like Bosnia Herzegovina and Montenegro. All neighbouring countries must increasingly standardise their systems with respect to the rules dictated by the European Union in order to be competitive on an increasingly global market.

The representative of the Ancona Chamber of Commerce described the activities carried out in 2011, agreed at the time of the last edition of the Forum held in Budva (Montenegro) in May 2011. The workgroup's activities in this period were concentrated on the organisation of professional courses, at various levels, for olive oil tasters: more specifically, the certification sessions (level II course) were concluded and in all more than 100 professional oil tasters were trained. Furthermore, the international oil contest "L'Oro dei due mari" was successfully held: more than 500 companies participated from all over the Adriatic-Ionian area, with a great many businesses rewarded in the various different oil categories and excellent results enjoyed both for Marche and Apulia, with Croatia and Slovenia also well-represented. This project was very interesting indeed and the jury rewarding the oils consisted of tasters trained with the courses held under the scope of the Workgroup for agriculture: as proof of the important cooperation and the concrete possibility given to these professional figures to work in an international context, the place must now be decided in which to hold the official prize-giving within the framework of an important official event.

The President leaves the floor to workgroup participants.

### *Strategic outlines*

The discussion of the Workgroup initially focuses on the constitution of the Adriatic-Ionian Macro-Region and the consequences and opportunities for the agricultural food sector. There are a great many possibilities for collaboration between the various States, including those not belonging to the EU, with the Macro-Region going beyond physical and political boundaries and being linked to a concept of cohesion based on the potential of each region: "*from the Europe of Nations to the Europe of peoples*". The Macro-Region should also be seen as an additional tool by which to support the pre-accession policy of certain States, which are currently outside the EU, and, therefore, as a great opportunity.

Discussion continues on the new stage of the common agricultural policy, which is very much concentrated (pillar II) on cooperation based on innovative projects involving several players and on the development of specific focuses such as those on production chains. There are 3 different PROGRAMMING LEVELS:

- 1) On a Community level, definition of a "Common Strategic Framework" for the cohesion, rural development and fishing policy;
- 2) On a national level, same type of approach through the preparation of a Programme Contract;
- 3) Possibility of preparing a "National Strategic Framework" for rural development and therefore national or regional rural development programmes.



The possibility expressed by some participants in the Workgroup to extend the topics to include animal husbandry is very interesting, as more than 1 million people are employed in this sector. Quality standards are extremely high and the Piedmont and Marche cattle breeds have won a great many international prizes. At present, the policy is based on maintaining these standards, also through the work of professional associations providing farmers with technical support. The selection of sheep and goats is a priority objective and reproduction management seeking to safeguard the species would appear to be the main tool by which to have high quality meat and milk production. In concrete terms, it is appropriate to start projects up that head in the direction of environmental protection and the stimulation of quality production, safeguarding the flavours and knowledge that are being handed down from generation to generation in the agricultural sector. Research and development are a necessary approach by which to safeguard food health and safety, as they are now considered as restrictions based on which community support is provided. The safeguard and genetic improvement of the protected breeds is seeking to also increase product traceability and certification. This is the most important added value when can bring, and is required in order to win against the competition on what are increasingly global markets. Also starting from other sectors, such as that of wine-growing, biodiversity must be supported and defended in order to protect territories and their flavours: respect for biodiversity creates income, extending chains and markets: today's markets no longer require products, but experience, the typical product must increasingly be an expression of the territory with a drive that is not commercial in nature, but rather of sensations.

### ***Conclusions (agreed actions)***

After the long discussion which featured in the workgroup, participants agree the general lines of some actions which can be carried out. Such actions have in common the general objective of achieving regional cooperation between the two shores of the Adriatic and the Ionian area and aim at encouraging higher quality production in agriculture with a viewpoint that is increasingly focused on the setting up of the Adriatic-Ionian Macro-Region.

A high standard of production combined with food safety and the protection of health appear to be the essential elements on which to base growth in the agricultural sector which can then become more competitive within an increasingly global market.

The following actions are outlined.

### **Description of the interventions**

*1) Professional oil tasters courses* are also to be extended to other products such as wine, cured meats and cheeses, in order to create complete professional figures that can operate in the tourism and manufacturing sector; these should also be developed in new production areas such as South Croatia: Dubrovnik and Montenegro for olive oil and Bosnia and Herzegovina for wine)

Objectives:

- creation of professional profiles working in the olive-growing sector and additional officially recognised panels of professional expert tasters;
- encouragement of forms of collaboration for the spread of an awareness culture regarding the use of oil;
- Involvement and optimisation of the olive growing heritage and chain operators of the two shores of the Adriatic;

*2) Extension of the "Pane Nostrum" initiative* (aimed at optimising bread and typical products) to include countries member to the Forum of the Chambers of Commerce of the Adriatic and Ionian Area. The initiative therefore becomes more and more focused on optimising the bread-making art in the area of the Adriatic basin, pursuing the route undertaken in 2011. The next edition is envisaged for mid-September 2012 in Senigallia (AN):

Objectives:

- Exchange of experience and know-how between institutions, businesses, producers and experts interested in the agricultural food sector.



**3) Organisation of organised tasting sessions and exhibitions of typical products**

during the annual meetings of the Forum: the host countries can organise opportunities for cultural exchange between the countries involved, extending tasting sessions to include different products and thereby ensuring proper wine and food moments and cultural exchange opportunities during which sector experts and wine-tasters can exchange experiences and know-how.

Objectives:

- Emphasis on the international character of cultural, business, institutional links between the activities of the countries member to the AIC Forum;
- Exchange of experience and know-how between business, producing, operating institutions interested in the agricultural food sector.

**4) Focus on the Common Agricultural Policy:** the importance is stressed of the update on the agricultural sector support policies. During the annual meetings of the AIC Forum, a time for update is proposed by representatives of the academic world and research entities involved in the Workgroups.

Objectives:

- Creation of a network of players able to propose initiatives and projects;
- Identification of funds by which to finance cross-border cooperation projects.

**5) Extension of the workgroup topics to the sector of animal husbandry: genetic improvement, product traceability, respect for health:**

Objectives:

- Exchange of experience and know-how between business, producing, operating institutions interested in the sector.
- Creation of a network of players able to propose initiatives and projects;

With regard to the planned actions described, an appropriate partnership regional network will be created through specific funds.

The workgroup participants express their interest in such actions and aims and are willing to put in place actions aimed at achieving such objectives.



## WORKGROUP ON FISHING AND ENVIRONMENT FINAL DOCUMENT

Brindisi, 7th June 2012

### Introduction

The Workgroup on fishing and environment dealt with the issue: "Responsible fishing and respect for the environment: responsible choices for a sustainable Adriatic Macro-Region".

Workgroup activities were introduced by the updates on the new reform of the common fisheries policy (CFP) for 2014-2020. The EU fishing policy had been in need of reform given that the fishing boats were capturing larger quantities of fish than those that can be reconstituted in safe conditions through reproduction, eliminating individual fishing stocks and jeopardising the marine ecosystem.

The main measures envisaged concern the following points:

- prohibition of rejection;
- maximum sustainable yield;
- regionalisation;
- social dimension;
- transferrable fishing permits;

The reform proposals will be discussed in 2012 by the European Parliament and Council. The new CFP will come into force in 2013.

### Workgroup discussion and proposals

The Workgroup has made the following proposals:

- considering the significant increase in alien species in the Mediterranean Sea and, more specifically, in the Adriatic Sea, which alter the autochthonous species and the existing biodiversity, close collaboration is proposed with the research institutes and fishing operators in order to identify the above species and therefore carry out the studies necessary to protect the fish populations as far as possible. This intervention would consist not only of the protection of the species but also of a better quality and quantity of fishing. The proposal translates into the definition of a brochure identifying said fish species in order to enable their recognition by fishing operators;
- more effective monitoring of fish reproduction areas (nurseries) in order to promote their protection through protected marine areas;
- considering the numerous ideas and proposals emerging within the framework of the Workgroup on fishing/environment, workgroups will need to be created comprising fishing representatives in all Regions facing onto the Adriatic Ionian Sea. These groups will enable a direct comparison of notes by fishing operators (fishermen, entrepreneurs, researchers, etc.) for the definition of shared strategies in order to encourage forms of co-management for sustainable fishing. This proposal should be placed in the context of an intervention financed by the European Community. The Workgroup agrees that the interventions identified by said Workgroups should find an effective balance of the actual needs of the fishing operators under the scope of their territories in respect of their social-economic characteristics and the directives imposed by the European Union;
- the new measures identified by the new Common Fisheries Policy are currently giving rise to some perplexity amongst various sector operators, hence it is suggested that these be granted a more active role through the creation of Management Bodies in the Adriatic, which may represent their claims before the European Community when defining forthcoming strategic guidelines;



- along the lines of the Leipzig Charter and the Covenant of Mayors for sustainable cities in Europe, criteria and rules in the Charter should be adopted that help reach an agreement between institutions, chambers of commerce, trade unions and professional associations of the Adriatic and the Ionian, which, in the name of sustainability, combine quality fishing, tourism and the optimisation of the Mediterranean diet, and extending and implementing the experience of the short chain on a territorial level, which is developed in protected areas of the Adriatic;
- the fishing business profitability is bound to the reduction of management costs, mainly affected by the high fuel consumption incurred by these businesses. Reduction of fuel consumption is therefore the key factor for the sustainability of fishing. A methodological approach is therefore necessary enabling the rapid, effective identification of interventions aimed at reducing fuel consumption. Research in this field has already started up a great many experiments and applications under the scope of technological innovation aimed at reducing fuel consumption (e.g. CNR - ISMAR Ancona). It is suggested that these techniques be developed and disseminated amongst fishermen;
- under the scope of the Workgroup, the request has emerged from the Pescara Chamber of Commerce to all participants to collaborate as part of a post-graduate masters course on the economy of the sea, promoted by the Chamber of Commerce in order to give the masters course an international flavour;
- in view of the positive experience born of the collaboration of the Chamber of Commerce and the city of Rijeka, the need was stressed for a greater exchange of ideas between the Forum of the Adriatic and Ionian Cities and Towns and the Forum of the Chambers of Commerce of the Adriatic and Ionian Area in order to encourage an exchange of information and the identification of shared activities;
- finally, the proposal is submitted to create a document containing the main strategic lines identified by the Workgroup for the environment from the first editions until today. This document is a useful tool in terms of showing the activities of the environment Workgroup within the framework of exchanging views and opinions with the European Union.

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## WORKGROUP ON WOMEN ENTREPRENEURSHIP FINAL DOCUMENT

Brindisi, 7<sup>th</sup> June 2012

### *Introduction*

The AIC Forum Workgroup on Women Entrepreneurship, coordinated by the President Jadranka Radovanić met on Thursday 7th June in Brindisi (Italy), on the occasion of the 12th edition of the Forum of the Chambers of Commerce of the Adriatic and the Ionian Area.

The meeting saw the participation of more than 60 people representing chambers of commerce, institutions and female associations from all the countries of the Adriatic and Ionian area.

The President Ms Radovanić began works presenting the route undertaken over these last twelve years of activity of the Workgroup on women entrepreneurship, reporting on the main initiatives developed including the "Contest for the concession of prizes to innovative women enterprises of the Adriatic and Ionian Area", which rewarded the three most virtuous female businesses and assigned four special mentions to women businesses worthy of note for the originality of their business, the optimisation of human resources and the implementation of good environmental policy practices.

The awarding ceremony took place during the previous Edition of the Forum of the Chambers of Commerce of the Adriatic and Ionian Area in May 2011 in Montenegro (Budva).

The year, the Workgroup discussed the following subject:

*"Restoral of balance in gender representation: the need to promote equal opportunities in institutions, the economy and politics. A comparison of experiences".*

Gender equality in institutions, in the economy and in politics unfortunately remains an important challenge for all EU Member States and beyond.

Women, their skills and female businesses are a potential that as yet is very much under-used in helping encourage sustainable development.

Empowering women to take on leadership positions is important, amongst other aspects, for economic growth. This helps improve company performance and the quality in decision-making processes, governance and ethics.

The glass ceiling that prevents women from being assigned decision-making powers often discourages them from fully developing their potential and professionalism.

In this regard, through the "Europe 2020" strategy (*A strategy for intelligent, sustainable, inclusive growth, Brussels 03.03.2010 COM (2010) 2020*), the European Commission and the various Member States have stressed that one of the ways by which to improve Europe's competitiveness is precisely through a more balanced representation of women in decision-making positions that can help increase work productivity, ensure a more innovative environment and a generalised improvement in business performance.

Examining initiatives aimed at improving gender equality in decision-making processes, monitoring progress towards the objective of 40% members of a single sex in committees and groups of experts instituted by the Commission and supporting efforts to promote greater participation by women in the European Parliament elections, also as candidates, are the priorities set by the Commission for achievement by 2020.

In the strategy, in particular, the European Commission and the various Member States have stressed the importance of quickly improving representation of women in business leadership with a series of voluntary and compulsory initiatives, codes of conduct, training, mentoring and network programmes, databases, sensitisation actions in favour of social parties and businesses and through the promotion of women entrepreneurship.

### *Strategic outlines*

The Adriatic and Ionian Area is a crossways of cultural, natural, human richness, of entrepreneurial experience and training paths that make their sharing essential in striving for a shared future development. We need to outline and consolidate new economic cooperation scenarios and the consolidation of commercial and institutional relations between neighbouring communities and countries, not only in geographic terms, but also which are linked by the same needs for growth and cultural and other knowledge.

This is what has been stressed by the Chair of the Committee for the Promotion of Women entrepreneurship of the Chamber of Commerce of Brindisi, Maria Concetta Malorzo, who participated in the works.





The world economic context needs to operate through effective synergies and it is for this reason that it is essential to strengthen the knowledge of production fabrics and the implementation of network mechanisms on several levels, involving all territorial players.

Creating a network of knowledge and information as a key factor for the growth and development of winning, virtuous, solidarity-recognised territorial systems has been very much stressed by all participants in the Workgroup.

Moreover, all speakers have agreed on the need to promote concrete action in order that all obstacles placed between a gender representation on both an institutional level and economic level and in civil society.

During the meeting, President Radovanic then handed over to the representatives of the female associations of Croatia (KRUG), Albania (SHGPAZ), Serbia and the Committees for the Promotion of Women entrepreneurship of the Chambers of Commerce of Italy (Ancona, Foggia, Taranto, Brindisi and Ravenna) and the female associations of Apulia, which have illustrated the statistical economic data of the female businesses and considered the initiatives and projects developed, precisely in terms of the emancipation and recognition of the merits-based criteria for accessing the world of work by women and management positions in the boards of directors of public and private companies and chamber panels and in public entities.

Those attended pointed out that despite the continued major crisis experienced by all countries of the Adriatic and Ionian, the dynamics expressed by the female entrepreneurial fabric shows that it is able to drive growth combined with respect and environmental protection.

Participants have also pointed out that where there is strong female representation, this presence also helps overcome the divide between men and women.

The experiences signalled by the female associations in the territory of Apulia have been significant, who, with their choices and strategies have managed to affect the restoration of balance of gender representation.

The challenges and opportunities that can be offered by the future Macro Region of the Adriatic and Ionian were also presented, including to female businesses, thereby encouraging a territorial cohesion strategy and the comparison of ideas on projects to be involved in 2014-2020 European programming.

Finally, upon conclusion of the meeting, the Chair of the Committee for the Promotion of Women entrepreneurship of the Chamber of Commerce of Brindisi presented the book on stories of businesswomen in the territory of Brindisi entitled "*FATTORE DONNA: storie di imprenditrici nel territorio di Brindisi*" and dedicated to Melissa Bassi: the book brings together 20 stories of women and female entrepreneurs in the territory.

The common thread linking the human and professional events described in the book is, unfortunately, represented by the difficulties for women in doing business and acquiring credibility: as though talent, commitment, skill, and abilities of the women are never enough and never sufficient to be able to compete in equal terms.

The term "*fattore*", i.e. factor, taken from the book title, comes from its usage in economic research prepared by the Chamber of Commerce of Ravenna entitled "*Fattore D*" (i.e. Women as a Factor), aimed at measuring how far and in what way presence and skills of women affects business economic performance and therefore help ensure the territory's economic development; the research was presented at the workgroup by the General Secretariat of Ravenna Chamber of Commerce, Paola Morigi.

The survey was carried out on a sample of 120 businesses (60 female businesses, 60 non-female businesses) of the province, through the analysis of structured interviews and financial statements. Result: female businesses perform best.

### Conclusions

More and more network must be created amongst female businesses, so that women can represent, as mentioned on several occasions during the meeting, a real "*FATTORE*" (the Italian use of the word "*fattore*" (factor) dates to the late 1200s and also means "administrator of an agricultural business, a farm". The *fattore* is more generally connected with the product, with what is produced when the *fattore* is joined to the work of a woman, their influence over the product takes on an additional variable, a characteristic of uniqueness and creativity, a distinctive element because that product is created by a woman; this is what has been declared to the President of the Committee of Female Entrepreneurs of Brindisi Chamber of Commerce).

Synergy must therefore be created on several levels: it is only thus that women will no longer represent a marginal subject, but rather a resource.





### ***Action agreed***

- 1) The 7th Congress of Female Businesses of the Adriatic and Ionian Area will be held in Albania this coming autumn;
- 2) Proposed themes: gender balance; update of mapping of female businesses of the Adriatic and the Ionian; relations to be developed and/or strengthened between professional associations and Committees for the Promotion of female entrepreneurs/female associations to create a network of competences and experiences;
- 3) Promotion and dissemination for the collection of adhesions to the Charter of Values of Female Businesses and related update in the dedicated section on the website of the Workgroup on Women entrepreneurship [www.womeninbusiness.forum.gov.it](http://www.womeninbusiness.forum.gov.it);
- 4) Collaboration with the Equal Opportunities Commissions of professional rolls to offer assistance to female businesses of the Adriatic and Ionian during start-up;
- 5) Through its coordinator, each country must then notify the Workgroup Secretariat of the best female business in order to create a network of excellences under the scope of the Adriatic and Ionian area for the exchange of knowledge and skills, as best practices and mentors.

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## WORKGROUP ON TRANSPORT FINAL DOCUMENT



Brindisi, 7th June 2012

This year, the Workgroup on transport has enjoyed significant success in terms of participation, quality and quantity of interventions. It is a year, which as we know, has been marked by the economic and financial crisis, which very much affects a great many Member States of the Forum in the Mediterranean area.

Below is a brief mention of some of the interesting points that have emerged from the workgroup works:

- 1) The quality of infrastructures is important and absolutely essential not only for transport in itself, but for territorial development in general. Infrastructures raise the level of transport, create employment, add value and therefore come fully under the scope of the instruments for territorial development policy.
- 2) It is essential to stress that correct transport system development is today above all obtained through the effective integration of infrastructures comprising all transport methods: air, road, train and rail transport.
- 3) From this viewpoint, the role of dry ports is crucial as an inter-connection point mainly between road and rail transport, also with a view to assuring sustainable development, as required by the European Union. And that is not all: in addition to intermodal transport systems, the role of logistics must also be strengthened, the real driving engine of employment development and the generation of income.
- 4) As concerns ports, the need has been stressed for the basin to make a leap in quality in terms of innovative services to welcome new generation ships and make the most of the opportunities offered by the growing markets, such as the Far East and Russia.
- 5) Special attention must be paid to Information and Communication Technology systems with specific reference to all tools enabling the streamlining of customs activities and bureaucracy in general, in accordance with European Directives within the Single Window approach.
- 6) The most innovative approach on the front of our infrastructural and transport system is essential as a response to the current basin traffic dynamics:
  - Only the cruise segment continues to grow systematically and strongly (+600% in the last 10 years). In the ferry segment, on the other hand, the dive by the Greek market (-17% passengers in the Adriatic-Ionian in the last four years and -28% HGV) is only partially offset by the excellent growth of the Croatian route (+26% pax since 2008) and the stability of the Albanian market. Streamlining procedures and computerising administrative activities may be useful to facilitate the development of this short sea shipping traffic.
  - The good growth observed in container traffic (+15%) is very much driven by those ports such as Koper or Trieste, which have built their current success on the development of new intermodal services, whilst they are still lacking in a great many other ports of the basin.

### *Conclusions (agreed actions)*

The container market is growing strongly worldwide and may represent a significant development opportunity for our ports too, as long as high quality, inter-connected infrastructures are guaranteed; dry ports and logistics services and a complete transport network.

Short-sea shipping traffic in the Adriatic remains a key part in the communication routes between the countries of the Union, in particular between Greece and the countries of central and northern Europe, substantially helping integrate people and cargo.

The Italian Adriatic ports are real gateways into the countries bordering with the Union. The development of traffic with Croatia, Albania and Montenegro, of which the ports of the central South (Ancona, Bari and Brindisi) are leaders, and the consolidation of traffic with Turkey from Trieste show the growing role played by these ports in stabilising economic relations with neighbouring countries.



In this sense, the Adriatic Baltic Corridor should be extended along the backbone of the Adriatic railway, the only high capacity network in North-South Italy connections and an essential tool to encourage the rail-sea inter-modal method at the heart of sustainable growth policies of the European Union.

At present, the Corridor stretches as far as Ravenna and over the next few days, the possibility is being discussed of its potential extension to include the ports of Apulia. By next autumn, the European Council will be giving the definite structure to the new transport networks and action will therefore be necessary to ensure that the requests made by the territories facing on the medium and low Adriatic are upheld.

From this viewpoint, the European Union is asked for greater transparency in defining criteria, based on which infrastructural priorities will be defined, as well as a greater sensitivity in evaluating the needs expressed by the territories, today at the edge of Europe, like the area that faces onto the Mediterranean according to a prospect of social cohesion that the same EU puts right at the heart of its value system.

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## WORKGROUP ON TOURISM FINAL DOCUMENT

Brindisi, 7th June 2012

### Introduction

Following the coming into force of the Lisbon Treaty, the European Commission drafted Communication 352 of 30<sup>th</sup> June 2010: *"Europe, the world's No 1 tourist destination - a new political framework for tourism in Europe"*. According to the European Commission, we need to encourage a coordinated approach to the initiatives concerning tourism, defining and implementing a framework of action comprising 21 specific actions, to strengthen its competitiveness and its capacity for sustainable growth.

Actions aimed at developing sustainable, responsible, quality tourism include action 16 of the European Commission *"Propose a strategy for sustainable coastal and marine tourism"*, with reference to which it invites all stakeholders to act to help develop an integrated maritime policy.

In the concept of the sustainable growth of oceans, seas and coasts ("Blue Growth"), coastal and maritime tourism is playing an important role in view of the preparation of future communication of the European Commission on the *"Challenges and opportunities for the coastal and tourism sector in the EU"* for which the DG for Maritime Affairs has launched a specific consultation that will remain open until 9th July 2012.

Following on the experience accrued with the Adrion brand, on the strength of the collaboration initiated with other European networks, the Workgroup can act and schedule the forthcoming actions in line with Communication 352 of 30<sup>th</sup> June 2010 with specific regards to a strategy to encourage the development of coastal and maritime tourism, also optimising the cultural tourism heritage for the Adriatic and Ionian Macro-Region.

### Activities carried out up until today

Activities carried out up until today relate to the following matters:

1. Adrion recognised as a good practice within the European tourism policy: institutional missions and activities
2. Project management
3. New collaborations with international networks
4. Promotional Activities

Below are the main activities implemented within the framework of each topic.

### Topic 1 - Adrion recognised as a good practice within the European tourism policy: institutional missions and activities

#### **Meeting with the Vice- President of the European Commission, Hon. Antonio Tajani (Milan, 15th-16th February 2012)**

At the BIT, the International Tourism Exchange, a representation of the Chamber of Commerce of Ancona, also in representation of the Tourism Workgroup, participated in the interview-meeting with the MEP Antonio Tajani, Vice-President of the European Commission, who was present at the stand of the European Commission Representation in Italy on Thursday 16th February and offered valuable indications on the European policy for tourism, confirming that the EU will be strengthening interest in this sector, providing for additional resources over the forthcoming 2014/2020 programming period. Priorities of the European tourism policy include the creation of "European Cultural Routes", i.e. a programme created in 1987 and promoted by the European Council, with the aim of creating cross-border cultural routes as a driver of cultural and tourism development in the territories involved.



The participation in the BIT also enabled to participate in the press conference of the Marche Region and promote the Italian Hospitality Brand. At the same time, the representation had the chance to promote, also through a specific desk made available at the stand of Croatia, the Adrion logo, i.e. the “umbrella brand” that encourages the creation of integrated tourist packages in the Adriatic and Ionian Area.

### **Meeting with the European Commission - DG Enterprise and Industry - Tourism Unit, Ms. Francesca Tudini (Brussels, 2nd March 2012)**

The meeting proved to be a valuable opportunity to receive updates on the reference framework of the European tourism policy and on the progress made on the European Commission plan of action, with specific reference to the 4 axes specified below: 1. Competitiveness; 2. Development of sustainable, responsible and quality tourism; 3. The EU as a single tourist destination; 4. EU financial instruments for the development of tourism. The meeting revealed the central role played by the European Cultural Routes programme and the related financing tenders, the application of the model of indicators prepared by the NecsTouR network to measure the sustainability of the tourism destinations, the European Charter for responsible tourism and the European Quality Brand. For the identification of the latter, the “Italian Hospitality” brand, promoted by Isnart, is an excellent model according to the Vice-President of the European Commission Hon. Antonio Tajani.

The activities carried out thus far have allowed us to recognise Adrion as a good practice on a European level:

- ✓ Adrion recognised as a good practice in the “*Branding Policy*” Regional Conference organised by NecsTouR (Brussels, 9<sup>th</sup> May 2012)
- ✓ Adrion recognised as a good practice within the European Consultation of the European Commission, DG Maritime Affairs and Fisheries: “*Challenges and opportunities for the coastal and maritime sector in Europe*” (point 3.3 of the Consultation)

The candidature of Adrion to the assignment of the network prize “Parliament Assembly for the Mediterranean - PAM”.

### **Topic 2 – Project management**

Through its Workgroup on Tourism the AIC Forum is currently involved in various different projects, as specified below.

Projects currently managed (2), respectively:

1. *The tourism chain: cooperation between Emilia Romagna and Marche with Albania, Croatia and Montenegro*, project managed by Promec (Special Agency of the Modena Chamber of Commerce) as lead partner, under the scope of Italian Law no. 84/01 (so-called “Balkan Law”). The project aims at promoting the exchange of best practices for the creation of paths of excellence aimed at encouraging the growth of tourism flows in low season.
2. *Tech-Tour: Technology and Tourism: augmented reality for the promotion of the Roman and Byzantine Itineraries*, project managed by the Veneto Euro Info Centre, as lead partner, under the scope of the CIP programme with calls for proposals directly managed by the DG Enterprises of the European Commission. The project aims at mapping two cultural routes, connecting Venice - Aquileia and Croatia to Slovenia on the Roman and Byzantine historical-cultural heritage, applying innovative technologies.

Projects being evaluated (no. 4), respectively:

1. *BRAND – Business Relations for Adriatic koiné as a New Touristic Destination* (IPA CBC Programme): the objective is to promote the Adriatic-Ionian tourist area as a single destination, optimising the shared historic and cultural heritage of the Adriatic;
2. *Odyssey Tour in Med* (ENPI CBC): presented by the Ministry for Tourism of Tunisia, the project aim is to create a network of the port cities in the Euro-Mediterranean area to optimise the shared historic, cultural, tourist, maritime and social-economic heritage;
3. *Econautic in Med* (ENPI CBC): presented by the Ministry for Tourism of the Region of Andalusia, the project objective is to optimise the nautical chain of the Mediterranean basin;



4. *Innovative Skills and competences for entrepreneurs in order to promote a new sustainable tourism in the Adriatic and Ionian Area.* The project was presented by the AIC Forum as lead partner under the scope of the AII call for proposal - Regional cooperation, with the objective of creating an on-line portal (wholesaler) for the tourist promotion of packages characterised by a sustainable approach to tourism both in social and environmental terms. The project foresees that these micro-marketing activities are flanked by an activity aiming to raising the awareness of local public authorities on the importance of macro-marketing tourist actions focussed on the idea of the Adriatic as a single tourist destination, characterised by the "Adriatic koine".

### **Topic 3 - New international collaborations with international networks**

#### **NecsTouR - Network of European Regions for Competitive, Sustainable Tourism:**

In 2011 and 2012, the relationship with the NecsTouR network was consolidated both through a meeting in Brussels (2<sup>nd</sup> March 2012) and by participating in the consultation activities in order for the AIC Forum to make its own contribution to the preparation of the European tourism policy.

In particular, the focus should be on the joint contribution of the Italian, Spanish, French, Greek and Insuleur systems of chambers of commerce concerning the European Consultation "*European Charter for sustainable, responsible tourism*" (20<sup>th</sup> April 2012) and the recognition of Adrion as a good practice in the "Branding Policy" Regional Conference organised by NecsTouR in May 2012.

#### **Council of Europe (Venice department) and Marco Polo System E.G.E.I.:**

In 2011, during the 12th edition of the Tourism Workgroup, fruitful collaboration began with a view to creating a future European Cultural Route in the Adriatic-Ionian area on the Topic: "Venetian commercial routes".

#### **Odyssea:**

European Territorial Cooperation Group with which the Tourism Workgroup has begun a new collaboration, precisely during the 12th edition of the Forum, as the first network that was recognised as a European Cultural Route in the Mediterranean, based on a sustainable territorial development model for ports, port cities and their related rural territories.

#### **Insuleur – network of EU Insular Chambers of Commerce:**

On the basis of the agreement protocol stipulated in Brindisi on 8<sup>th</sup> June 2012 between the Forum and the Insuleur network, tourism has been identified as a priority matter, as indicated in the agreement protocols drawn up with Ascame (on 18<sup>th</sup> November 2008) and Ince (on 11<sup>th</sup> May 2011). The identification of tourism as a strategic sector will enable the Forum, also through the application of agreements, to create a system of all the networks, experience and excellences thus far identified under the scope of tourism.

### **Topic 4 - Promotional activities**

#### **Exhibition under the scope of the initiative: "Adriatic-Ionian Macro-Region for the development of Europe" (Ancona, 27<sup>th</sup> August 2011-1<sup>st</sup> September 2011)**

The Forum participated in the initiative with its own stand, having contributed with numerous projects and proposals since its establishment in 2001, in the process of social and economic approach of the two shores of the Adriatic Sea.

#### **Adrion on board Costa Crociere (13th November 2011)**

During the last mooring in Ancona of Costa Crociere for the 2011 season and the Bicentenary celebrations of the Ancona Chamber of Commerce, the Bicentenary/Adrion corner was set up on the ship Costa Victoria, which, leaving the port of Ancona on 13<sup>th</sup> November 2011, travelled for seven days on the Adriatic, Ionian and Aegean Sea: after Ancona, the Greek island of Mykonos, Athens (Piraeus), Corfu, Dubrovnik and Venice were reached.

The information desk set up on board the ship proved to be an excellent tool for promotion, including of the Adrion logo: statistics collected by the Ancona Chamber of Commerce have shown that around 62% of passengers travelling on Costa Victoria during the 2011 cruising season were foreign nationals.



### **th edition of the Euromeeting (Florence, 14<sup>th</sup> December 2011) - 10th edition of the Euromeeting (Florence, 19<sup>th</sup> May 2012)**

Participation of a representation of the Tourism Workgroup in the 2011 Euromeeting, the annual appointment organised by the Region of Tuscany in collaboration with the NecsTouR network on regional policies for European sustainable, competitive tourism, provided for an update on the progress made on the Action Plan of the Tourism Unit of the European Commission, highlighting both tenders to be published in 2012 and the opportunity of identifying new European cultural routes. In this context, in particular, the AIC Forum can put itself forward as a network to encourage the identification of a cultural itinerary in the Adriatic-Ionian area, thereby promoting a themed cross-border tourism product as a tool for the development of sustainable, competitive tourism, as identified by the European Council in its study presented on 28<sup>th</sup> June 2011 in Brussels, entitled: *"The impact of European Cultural Itineraries on the innovation and competitiveness of the SMEs"*. The 2012 edition of the Euromeeting instead focussed on the issue of the *"Sustainable management of tourism of art and culture"* and the participation of the Tourism Workgroup enabled important updates on the European tourism policy dedicated to cultural tourism.

### **Habitat Biennale 2012 (Rome, 9<sup>th</sup> May 2012)**

The project, which was officially opened in Rome on 9<sup>th</sup> May 2012 during the Festival of Europe, is a laboratory for research and the optimisation of the cultural, economic and social heritage represented by the Adriatic-Ionian region, a "HABITAT" of great historic value that is worthy of attention and recognition. A delegation of the Ancona Chamber of Commerce, comprising the President and Secretary General, attended the event. The next appointment will be a Workshop in Ancona in autumn 2012 on sustainable tourism.

### ***Considerations and Conclusions emerging from the Workgroup***

On the basis of the achievements developed thus far and the valuable points that emerged during the many, qualified presences intervening this year within the Workgroup on Tourism, which have provided authoritative contributions to the matter of optimising the cultural and maritime tourism heritage for the Adriatic-Ionian Macro-Region of the Adriatic and Ionian, it is believed that the forthcoming activities can be planned in line with the European tourism policy.

### ***The Tourism Workgroup:***

in a context where the strategy for the Adriatic-Ionian Macro-Region focuses on the major issues connected with "Blue Growth", presents itself as a tool for the European Union to encourage cross-border promotional initiatives, as required by point 3.3 of the Public Consultation on the *"Challenges and opportunities for the coastal and maritime sector in Europe"*, in order to facilitate the spread of awareness and knowledge of the European integrated maritime policy;

- will continue an increasingly strong collaboration as an operational arm for economic issues both with the Round Table on Tourism of the Adriatic-Ionian Initiative and with the Unit for the Countries of the Balkans, Ince and All of the Italian Ministry for Foreign Affairs;
- will encourage awareness of the potential of the Adriatic-Ionian basin in view of its effective candidature towards becoming a European Cultural Route with a view to achieving inclusion of this area in the official programme of European Cultural Routes of the Council of Europe. More specifically, the itinerary of the "Venetian Commercial Routes" was identified as a project with great potential and which meets the requirements of the Council. To this end, the Tourism Workgroup will actively participate in the activities of the project promoter committee;
- agrees on the possibility of marking the future Cultural Route concerning the Adrion brand area to make the Adriatic-Ionian Macro-Region more visible and recognizable to international tourists, particularly those from outside Europe, thereby also facilitating a quicker identification of a tourism product characterised by a shared historic and cultural identity;
- will encourage the application of the NecsTouR network method for measuring the sustainability of destinations, thereby supporting the promotion of the Adriatic-Ionian System, in an integrated logic on the one hand focussing on shared traditions and, on the other hand, on the optimisation of the individual territorial and cultural excellences in order to capture and attract the demand coming from the globalised market;





- will promote the identification of topics of interest for the participation in joint projects of interest to the Adriatic-Ionian system of chambers of commerce, starting from the priorities identified by the Italian system of chambers of commerce also in collaboration with other networks operating in the Adriatic, such as the Forum of the Adriatic and Ionian Cities and Towns and the Uniadriion Universities network;
- will encourage the spread of the enormous wealth of information available to chambers of commerce as players collecting and processing statistical information on the state of the economy in the various European regions. This data may be made available to the European institutions because, based on the SEC 95 system (European accounting system that national statistical institutes are required to send to Eurostat), there is no obligations for States to send regional data to the European Commission;
- agrees in considering that additional value of the macro-regional strategy comes in the form of the opportunity to reinforce regional cooperation in territories also coming under the vaster area of the Mediterranean basin and to help cause them to progress along the route toward European integration: in this context, the Tourism Workgroup sets itself the aim of encouraging international collaboration with networks such as Marco Polo System E.G.E.I., Insuleur (Association of the Chambers of Commerce of insular areas), Ascame (through the chair of the Tourism Commission - Malaga Chamber), Odyssea and the Parliamentary Assembly of the Mediterranean (PAM), in order to encourage a cross-border theme-specific product based on excellent tourism services;
- intends to contribute to the documents discussed by the workgroups of the European institutions on the players connected with coastal and maritime tourism, and will therefore process a joint position to be provided as contribution of the NecsTouR network or as joint contribution with the Insuleur network;
- will promote the spread of culture as an attraction intended not only as all tangible assets, but also intangible assets such as knowledge, traditions and experience to exalt the extraordinary heritage of systems that marks the Adriatic-Ionian area (wine and food heritage, cultural, musical, theatre, etc.): the diversification and transversal nature of the cultural offer of several countries may represent a major opportunity for economic development. Investing in culture and art in all its highest expressions, means investing in quality and excellence, considering it as a tool to open up to development in connection with other sectors, starting precisely from tourism and the optimisation of the territory. To this end, we would particularly point out the participation in the Habitat Biennale 2012 as laboratory for research and as a way to optimize the cultural, economic and social heritage represented by the Adriatic-Ionian region, i.e. a "Habitat" of great historic and cultural value;
- intends to jointly promote and optimise the wealth and diversity of the territories of the area according to themed approaches and integrated multi-country packages, starting from marine and coastal tourism, as the catalyst of economic development, activating public-private partnerships and assisting tour operators seeking to identify some tourism routes that can, due to their tourism and themed vocation, be traced to "Adriion". Future projects will concentrate particularly on both the promotion of existing packages with a view to not losing the assets constructed over the years, and on identifying new operators interested in using the Adriion brand to ensure a greater dissemination in the various regions;
- records the importance of creating a system of all the networks, experiences and excellences thus far identified in tourism, in order to strengthen the image of the whole area with consequent concrete, operative actions to strengthen the image of the area as a whole and effectively promote the "tourism product". To this end, the initiative promoted by the Italian system of chambers of commerce is worth mentioning, which concerns the "Italian hospitality" quality brand, which, with more than 6,000 tourist businesses certified in Italy and more than 1,000 ones abroad, is a strategic network by which to take concrete action in promoting and marketing, becoming a privileged showcase to promote tourism packages and specific itineraries in the Adriatic-Ionian area to Italian and foreign customers;
- highlights the possibility of Italian and European institutions meeting the demands for stability put forward by micro and small coastal tourism businesses operating in the maritime territory, in accordance with European Parliament Resolution of 27 September 2011, considering their specific nature and the importance of them, particularly in Italy, in optimising the sea and coast.

Finally, the Tourism Workgroup hopes to see ever greater participation and active collaboration of the chambers of commerce member to the AIC Forum to spread awareness and use of the Adriion brand in the territories concerned and to provide concrete, active institutional and operative support with a view to achieving the objectives set annually by the Workgroup in a unitary, increasingly integrated fashion.



## REPORT ON THE ACTIVITIES OF THE INTERNATIONAL COURT OF THE ADRIATIC AND IONIAN AREA

Brindisi, 8th June 2012

It has now been four years since the International Court of the Adriatic and Ionian Area was created within the Forum of the Chambers of Commerce of the Adriatic and Ionian Area.

We have dedicated the four years that have now passed to training on matters of alternative dispute resolution. We have seen that there is a great need to spread awareness of these services to cross-border operators, to business consultants and professionals in order for them to understand their related advantages and use them without fear.

In the development and dynamics of international trade the security of transactions and the certainty of fulfilling obligations play an essential role. International relations are not simply a bilateral exchange between two parties, but rather a complex system of relations/interactions that last over time and which integrate segments/parts of products and production processes. Therefore, on the one hand it takes time and money for these relations to be constructed and on the other hand, they are in themselves more fragile, because they are more subject to the misunderstandings that can often occur in the world of business.

It is in these terms that ADR tools represent an effective and efficient “alternative” because they are based on the idea that conflicts can be solved using techniques that benefit both parties and, consequently, which bring about a development of international trade and economic resources.

ADR procedures are also an essential tool in seeking to overcome the legal barriers that often prevent or make it difficult for exporters to trade or collaborate between countries. The differences observed in our legal systems, as well as the language and cultural barriers dividing us increase the business risk significantly, making it onerous for our operators to make any investment beyond the sea.

Moreover, it should also be stressed that use of this type of procedure is growing constantly and has done so particularly in recent years. In actual fact, a more streamlined, quicker, more economic solution is of real benefit to businesses and represents an added value to be used to win over the competition.

More specifically, mediation is a valuable aid in the international field, as it is a means by which to solve disputes whereby two disputing parties turn to an impartial third party for help in achieving a mutual satisfactory agreement and a shared, desired solution. Through mediation, the aim is to avoid the win/lose mechanism typical of trial/judgement models and instead to take a win/win viewpoint, where all parties can see their interests satisfied. This enables the problem to be overcome and the international economic relations to be pursued without destroying them, as instead is the case in a normal legal trial. In complete compliance with the parties' freedom to decide, the mediator works on their motivation and on the aim pursued to help encourage them to achieve the most satisfactory solution for both. Only this solution can effectively solve the conflict, be respected and last over time. The conflict therefore does not degenerate into dispute but rather gives rise to communication. And this is of great strategic importance today: the current commercial context in fact requires a great capacity to “find, acquire and maintain” customers over time.

Arbitration, on the other hand, is a real judgement: the dispute is settled by arbitrators and the end result, the award, is equivalent to the sentence of a court. Offering a qualified international arbitration service means giving operators the chance to solve the dispute at limited costs and with expenses that can be evaluated in advance by the parties, with the guarantee of being able to count on the conformity with the principles of transparency and impartiality thanks to the support of an extremely high level institution, which administers and controls all stages of proceedings. But above all, it means being able to solve the matter quickly: if mediation has failed and there is no way of re-creating the economic relationship with the counterpart, it becomes extremely important to have a tool



available that enables the matter to be settled rapidly in order to move forward and undertake new commercial collaborations.

And this is the purpose of the Court - it was precisely for this reason that this body was established: to organise mediation and arbitration services that are high quality and, above all, shaped to the specific demands of the operators in the Adriatic-Ionian area and this has been made possible by analysing the different procedural models in the various national orders and adopting solutions that enable a quick, correct settlement of disputes.

In this edition of the Forum, the Court has been renewed; the office of its members had expired and the Forum Board of Governors made the new appointments yesterday, choosing a representative for each country adhering to it on the basis of the applications received.

This meeting, just a short while ago, chose to give me the honour of chairing the Court for the next four years. I would like to thank all Forum members for this renewed trust, which I see as the most important reward for my work.

Today, therefore, we have a new stage in the Court's history, which will be able to count on new professionals and new skills and which, above all, will need to conquer effective international prestige, proposing its services to public institutions and businesses and becoming an element of cohesion and development for the Adriatic-Ionian area.

A stage that will be devoted to promotion: after a first four-year period in which we worked to give the body all the tools it needed (Regulations, Code of Ethics, forms) to start operating and after a second four-year period in which we were involved in training and during which time we developed three pathways in three countries (Croatia, Albania and Greece), presenting the advantages of ADR to businesses and professionals in the area, today we embark on a new four-year period in which we will be promoting our activity:

- stipulating agreements and understandings with other institutions in order for the collaboration to give rise to a synergy able to provide effective assistance to area businessmen;
- developing conventions with the international professional associations aimed at introducing new clauses into the contractual models used by their members.

We will also seek to constitute a suitable number of local delegations with the available Chambers, which will perform secretarial duties, promotion and territorial representation of the Court.

For these objectives to be achieved, however, the commitment of all chambers of commerce member to the AIC Forum in promoting the Court as an optimal tool by which to solve disputes between entities of different countries of the Adriatic-Ionian area is essential.

This is why we would ask you to spread awareness of our clauses, to suggest their inclusion in contracts and to present them in initiatives concerning international relations.

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## WORKGROUP ON EU PROJECT MANAGEMENT FINAL DOCUMENT

Brindisi, 6<sup>th</sup> June 2012

- **Task 1:** Participants in the Workgroup agree on the need for greater mutual commitment in information and remote communication activities throughout the year. More specifically, as first activity supporting the group works, the following commitments are made:
  - each member of the group will notify the others of any tenders and/or European programmes of mutual interest;
  - The members of the group from Eastern Adriatic countries are particularly committed to informing the others of the publication of tenders related to bilateral cross-border territorial cooperation programmes (e.g. Croatia-BIH, Croatia-Montenegro, Italy-Slovenia, Greece-Albania, Italy-Albania, etc.);
  - The Italian members of the group undertake in particular to inform the others of the publication of tenders related to directly-managed European programmes (e.g. LIFE +, EIE, 7FP, etc.);
- **Task 2:** With reference to the new project management activity of the AIC Forum for 2012, having noted the tenders discussed during the meeting, the workgroup participants agree on dividing up the following commitments:
  - the Chamber of Commerce of Matera (future member of the AIC Forum), through its representative, will further investigate the tender "Pilot projects for the development of Sector Skills Alliances –DG EAC n. EAC/S01/2012 (*due: 16th August 2012*);
  - the Chamber of Commerce of Ancona, through its representative, will further investigate the tender CALYPSO "Facilitating Transnational Low Season Exchanges in Europe through the Development of Social Tourism" (*due: 11th July 2012*);
  - Unioncamere Veneto, through its representative, will further investigate the tender "Support to transnational thematic tourism products as means of enhancing competitiveness and sustainability of European tourism, 43/G/ENT/CIP/12/B/N/02S022" (*due: 25th July 2012*)
- **Task 3:** Participants, having acknowledged the twofold possibility for their member chamber to participate in European programmes/tenders signalled by the AIC Forum directly (i.e. as individual Chamber of Commerce as entity member to the AIC Forum Network), as well as indirectly (i.e. through the intermediation of the AIC Forum itself and, therefore, participating in the project not as an official partner, but only in the implementation stage, in the event of the financing of the latter), agree on the need for a working method that enables everyone to be promptly made aware of the financing opportunities available. In this sense, the reference person of Ancona Chamber of Commerce, also acting in his capacity as workgroup coordinator, undertakes to propose methods aimed at guaranteeing the maximum involvement of all network members.
- **Task 4:** The reference person of the Ancona Chamber of Commerce, acting as Workgroup coordinator, undertakes to communicate, with the help of the AIC Forum Secretary, all project initiatives arising from the other networks with which the AIC Forum has established institutional relations, with specific reference to Eurochambres, ASCAME, NecsTour, INCE and, most recently, also the INSULEUR network by virtue of an agreement protocol signed precisely during this annual edition.
- **Task 5:** Finally, participants agree on the need to provide for a longer meeting of this Workgroup (at least half a day) for next year, thereby also expressing their willingness to participate in it, in order to better compare notes on the activities underway, on the new projects and on other topics of interest. The group therefore hopes to have this request upheld by the Board of Governors of the AIC Forum, in line with the logistic needs that future annual editions may have.