



FORUM

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



Newsletter 1/2010

The FORUM is celebrating its tenth year of activity. Founded in 2001 on the basis of circumspect intuition and an intense collaboration between the Chambers of Commerce of Ancona and Split, it has since fulfilled the commitments made at the time, attaining much of its mission, namely to encourage the European integration of the countries of the Adriatic and Ionian area. Our history bears witness to the enormous potential for cooperation between the regions and populations of an area – that of the Adriatic and the Ionian – in which European policy must gain greater incisiveness and a more long-term view. Some important steps were, however, made with the start-up of initiatives aiming to restructure the European Neighbourhood Policy, to allow for an extension towards the geographic area of our interest.

Much still remains to be done, if we consider the international crisis that has also reached the coasts of the Adriatic and Ionian Seas, given that all these countries have such close relations with the European Union, indeed to the point where we are able to speak of a single market, even if not all the barriers have yet been broken down. To face up to such a difficult period, local and Community institutions must begin an international debate in which to compare notes on the measures to be implemented in the various territories in order to together leave the crisis behind us. The AIC Forum will, as always, play its part with great commitment and dedication. The 10th Edition will therefore be a valuable opportunity to compare notes and choose the best possible opportunities to allow for the sustainable development of our countries.

10th Forum of the Adriatic and Ionian Chambers of Commerce

From 26th to 28th May 2010, Ancona will hold the tenth Edition of the Forum of the Adriatic and Ionian Chambers of Commerce.

Works will take place over three days that will respectively involve the meetings of the bodies and an initial welcome of guests, encouraging knowledge about our territory and its excellences.

The second day will be devoted to the activities of the theme-specific Workgroups (environment, fisheries and aquaculture, agriculture, tourism, transport and women entrepreneurship) in addition to those of the Workgroup on EU Project Management and the International Court of the Adriatic and Ionian Area.

Finally, the third day will see the conference bringing the event to its close, organised into two sessions. The central theme will be the 'Small Business Act', i.e. the reference document for European policy on SMEs, through which the European Commission invites institutions to improve their political approach towards entrepreneurial spirit. Significant contributions on access to credit and innovation will be made by authoritative experts at both a national and European level.

This 2010 Edition falls under the scope of the many initiatives that on a European level comprise the "European SME Week", a campaign developed by the European Commission, DG Enterprise and Industry, with a view to promoting events throughout Europe to encourage and support small and medium-sized enterpri-



ses in this particular time of crisis.

The event will see the participation of representatives from European institutions, Italian and foreign partnership networks, the Permanent Secretariat for the Adriatic Ionian Initiative, local institutions in addition to representatives from bodies, associations and expert consultants on the matters of the AIC Forum workgroups.

Strengthened by its experience that is increasingly directed towards a targeted and sustainable design of interventions in favour of SMEs, also through access to the extraordinary resources of the EU or other international organisms, the Forum of the Chambers of Commerce of the Adriatic and the Ionian Area intends to contribute to the currently ongoing institutional building process and to the economic growth of the area. These two factors are considered fundamental to encouraging Western Balkan countries to rapidly access the European Union and consequently re-launching the entire basin on the world market.



Ufficio Comunicazione Camera di Commercio di Ancona



10th Forum of the Adriatic and Ionian Chambers of Commerce

26th-28th May 2010 - Ancona, Italy

Under the patronage of the European Parliament



PROGRAMME

Wednesday May 26th

Hotel "La Fonte" Portonovo

Meetings of the Forum Bodies

- 10.30 a.m. Board of Auditors
 11.00 a.m. Board of Governors
 Adriatic and Ionian International Court
 Business Lunch
 01.30 p.m. Guided tour

Hotel "Federico II" Jesi

- 08.00 p.m. Welcome dinner by the Ancona Chamber of Commerce

Thursday May 27th

"Mole Vanvitelliana" Ancona

09.30-10.00 a.m. Welcome greetings and opening session

AIC Forum: *Jadranka Radovanić* - President
 Ancona Chamber of Commerce: *Rodolfo Giampieri* - President

10.00 - 12.30 p.m. Workgroups – 1st session

Co-ordinated by:

- **Women Entrepreneurship:** *Mrs. Jadranka Radovanić*, Split Chamber of Economy President (Croatia); *Mrs. Anna Danti*, European Commission DG Enterprise and Industry: "EU Actions for Female Entrepreneurship";
- **Trasports:** *Mr. Konstatinos Antzoulatos*, Achaia Chamber of Commerce President (Greece); *Antonello Fontanili*, Blue Chambers Network;
- **Tourism:** *Mr. Rodolfo Giampieri*, Ancona Chamber of Commerce President (Italy); *Jean-Pierre Faure*, European Economic and Social Committee;
- **Agriculture:** *Mr. Jago Lasić*, Federation of Bosnia and Herzegovina Chamber of Economy President (FBiH);
- **Environment:** *Mr. Vinko Mičetić*, Rijeka Chamber of Economy President (Croatia); *Jos Vervloet*, European Parliament;
- **Fishing/Aquaculture:** *Mr. Aleksandar Joksimović*, Montenegro Chamber of Commerce Representative (Montenegro);
- **Workgroup on EU Project Management:** *Mr. Davide Frulla*, Ancona Chamber of Commerce Project manager (Italy); *Micol Martinelli*, Eurochambres;

Business lunch

02.00 - 04.30 p.m. Workgroups – 2nd session

- 05.00 p.m. **Ordinary and Extraordinary Assembly restricted to AIC Forum members**

Hotel "Fortino Napoleonico" Portonovo

- 08.00 p.m. Gala dinner

Friday May 28th

"Loggia dei Mercanti" Ancona

"The Forum commitment in support of Adriatic and Ionian SMEs and future prospects"

- 09.00 - 09.30 a.m. Participants' registration
 09.30 - 10.00 a.m. **Institutional greetings**

AIC Forum: *Mrs. Jadranka Radovanić* - President
 Ancona Chamber of Commerce: *Mr. Rodolfo Giampieri* - President
 Marche Region: *Mr. Gian Mario Spacca* - President
 Ancona Province: *Mrs. Patrizia Casagrande* - President
 City of Ancona: *Mr. Fiorello Gramillano* - Mayor
 Unincamere Marche: *Mr. Alberto Drudi* - President
 Adriatic and Ionian Initiative Permanent Secretariat: *Mr. Alessandro Grafini*

- 10.00 a.m. Unioncamere: *Ferruccio Dardanello* - President
"The Italian Chambers of commerce reform for a territories' development"

10.15 - 12.30 p.m. 1st Session: "Access to finance to re-launch the economy"

European Economic and Social Committee: *Mr. Mario Sepi* - President
 Ministry for Economic Development: *Representative*
 Italian Banking Association (ABI): *Mr. Massimo Bianconi* - President

Debate

Business lunch

02.00 - 04.00 p.m. 2nd Session: "Innovation for a competitive recovery"

European Parliament: *Guido Milana* - Vice-President Committee on Fisheries
 Eurochambres: *Mrs. Micol Martinelli*
 Unioncamere: *Mr. Sandro Pettinato* - Vice Secretary General
 Uniadriam: *Mr. Marco Pacetti* - President*
 Bocconi University: *Mr. Antonio Tencati*
 Association of the Mediterranean Chambers of Commerce (ASCAME): *Representative*
 Union of the Baltic Cities (UBC): *Mr. Björn Grönholm*
 Forum of the Adriatic and Ionian Cities: *Mr. Emilio D'Alessio*
 Adriatic and Ionian International Court: *Mr. Daniele Mantucci* - President

Debate

- 04.00 p.m. AIC Forum: *Mr. Michele De Vita* – Secretary General
"Ten years of the Forum of the Adriatic and Ionian Chambers of Commerce activities"

- 04.30 p.m. **Workgroups final documents presentation**

Closure speech

*Speakers to be confirmed

ADRION-Tour project

“Training courses and assistance for tour operators to develop integrated tourist products”

The activities envisaged for the Adrion-Tour project continue. From 24th to 30th January 2010, an Italian delegation comprising representatives from Ancona Chamber of Commerce (Project leader), partners of the Promadria project and the Politecnica University of Marche, in addition to two Tour Operator experts, the Amatori Group and Incom Viaggi



went on a mission to Albania, Montenegro and Bosnia Herzegovina. The aim of the trip was to meet, with a view to training and informing, tourist agencies and tour operators interested in designing and promoting multi-country holidays in the Adriatic-Ionian Area.

The staff spent two days in each country visited, in order to provide participants with technical and training support. As such, the significance and commercial potential of an integrated, multi-country tourism product were analysed, in addition to the importance of a joint, coordinated tourism marketing strategy for the Adriatic Basin. Practical aspects in relation to the construction of proper tourism packages involving Italy, Croatia, Greece, Slovenia, Albania, Bosnia Herzegovina and Montenegro were also examined.

2nd level certification sessions for olive oil tasters

Split, December 2009

The 7 certification sessions held in Split in December 2009 represented the natural continuation of the basic and advanced level courses for olive oil tasters that began in 2009 in the area capital of the Dalmatian County, thanks to the collaboration between the Split Chamber of Economy, the AIC Forum, the Provincial authorities of Ancona and the Marche Regional Council. The main aim was to offer course-goers the possibility of reaching a total number of 20 certified tasting sessions as needed to obtain the second level olive oil taster diploma.

Participation of the Workgroup on tourism at the ITB International tourism fair

The valuable work carried out during the travelling mission last January, also made possible thanks to the excellent collaboration of local partners such as the Durres Chamber of Commerce, the Montenegro Chamber of the Economy and the Chamber of the Economy of the Federation of Bosnia-Herzegovina, has allowed for the official presentation of tourism packages developed for the ITB Berlin International Tourism Fair. The AIC Forum participated this year from 10th to 14th March, again under the scope of the ADRION-Tour project. More specifically, ten themed multi-country tourism packages were presented, along with a tourist brochure for the Adriatic-Ionian area.





The AIC Forum participates in the conference:

“The Adriatic and its basin: past, present, future – the role of Rotary”

On 27th February, the Ancona *Loggia dei Mercanti* held the conference entitled “L’Adriatico e il suo bacino: passato, presente, futuro - il ruolo del Rotary” (The Adriatic and its basin: past, present, future – the role of Rotary), organised by the 2090 District of Rotary International. The day provided a valuable opportunity to recall the key role played by Ancona in the Adriatic basin, identifying the Adriatic Sea as a ‘vast area’ including and uniting all countries of both shores.

From this viewpoint, the role played by the Forum of the Chambers of Commerce of the Adriatic and Ionian Area was also recalled, now boasting 10 years of involvement in the construction of an increasingly stronger link between the 7 countries of the area, and able to focus on an organic, shared form of development. Works included Mrs. Luciana Frontini, Director of Ancona Chamber of Commerce Economic Development Department explaining the ‘Adriatic’ tourism brand, and Mr. Andrea Mosconi from the

Statistics and Studies Department of the Dorian chamber, stressing the need to bring the European Commission’s focus back on the Sea Highway project, which is seen as an essential tool by which to provide a solid basis, also in terms of infrastructure, for the future expansion of the European Union towards the eastern Adriatic.

Ancona, 9th June Loggia dei Mercanti Country Presentation Day devoted to Slovenia



On 9th June, Ancona will hold a presentation day devoted entirely to the country of Slovenia. The event, which will be developed by the Forum in collaboration with the Ancona Chamber of Commerce, is designed as an opportunity to present the Marche region business operators with a competitive, flexible and increasingly dynamic economy, following the country’s entry into the euro area in 2007. The initiative intends to encourage the development of economic and commercial relations between the Slovenian enterprises and those of our territory in an extremely valid institutional setting.

The Director for Economic Affairs at the Embassy for the Republic of Slovenia in Rome, Mr. Rok Tomsic, will be in attendance, together with important representatives from the diplomatic world and national and local authorities,

who will illustrate the business opportunities and unique features of the Slovenian market. All the AIC Forum member chambers will be invited, in addition to any professionals and economic operators interested in processes of business promotion on foreign markets. The event will help consolidate the AIC Forum activities and the image and role played by the Ancona Chamber of Commerce, in a bid to intensify relations with the European countries of the Eastern Adriatic.

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10th FORUM Adriatic
and Ionian Chambers
of Commerce

Ancona, 26th-28th May 2010

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HOW TO JOIN THE ASSOCIATION



JOINED BY THE SEA
Adriatic and Ionian Chambers of Commerce

Bodies and Organizations can join the Association as fixed in art. 2, par.3 of the Charter, by forwarding the Application Form through post, fax or e-mail, accompanied by the relevant decision of the competent body.