

# MedDiet Project

MedDiet \_ Mediterranean Diet And Enhancement Of Traditional Foodstuff (I-A/I.I/I52)



## MedDiet Conference at "Tipicità"

The Teatro dei Saporì/Sala Dorica in Fermo, Marche, was the venue of a conference organized by the AIC Forum under the title Mediterranean Diet: Wellbeing and healthy lifestyles - an opportunity for the attractiveness of the Macroregion on 16th March 2014. The event took place within the framework of TIPICITÀ, i.e. the most important trade fair devoted to quality and typical products in the agrofood sector.

The initiative was promoted thanks to the MEDDIET project and saw the participation of about 40 local players, including restaurant owners, agricultural producers, retailers, hotel owners, etc., who were offered the chance to have an open and informal exchange of views with some important speakers from the Mediterranean area invited by the AIC Forum, which is one of the MEDDIET project partners. In particular, the conference featured some of the speakers of the Technical Workgroup set up within the MEDDIET project with the precise aim of launching a new "Quality Label for Restaurants" in the Mediterranean, and therefore also in the Adriatic basin. This is a label linked to the Mediterranean Diet Pyramid, which will be promoted through a specific pilot action among a sample of restaurants in the various areas of interest for the project (Egypt, Italy, Tunisia, Lebanon, Greece, Spain) with the aim of raising the awareness of consumers and restaurant owners alike on the nutritional and cultural values of the Mediterranean Diet. The speakers Mohamed Mraihi (Quality Control Manager for the European Certification Institute), Yiouli Doxanaki (President & Managing Director of Lotus

SA Business Consulting from Greece) and Khaled Shedeed (Quality regulations Expert for UNIDO, Egypt) then met with the AIC Forum project manager to discuss the main topics that should be addressed by the first International Capitalization Meeting of the MEDDIET project, which will take place within the framework of the Workgroup for Agriculture of the next edition of the AIC Forum to be held in Corfu, Greece, on 10th, 11th and 12th June next. (2.049 caratteri)



## "Mediterranean Barcellona" Award

The Mediterranean Diet Foundation and the City of Barcelona awarded the MedDiet Project the "Mediterranean Barcellona" Prize on the occasion of the 10th edition of the International Mediterranean Diet Conference held in Barcelona on 3rd April 2014. MedDiet is coordinated by the Italian Union of Chambers of Commerce Unioncamere and sees the participation of the AIC Forum together with the Ascame network, which includes some chambers of commerce of the AIC Forum. The award was given for the work done and the results obtained by the project and is a further inducement to the initiative promoting the Mediterranean Diet to raise the awareness of consumers on the importance of maintaining healthy food traditions and recognizing them as common heritage of the entire Mediterranean area. The project is based on "farm to fork" approach, which highlights the entire supply chain of Mediterranean food products and promotes the various local producers to meet the needs of final customers, and in particular paves the way for the generation of synergies and business opportunities among the most important economic players involved in the creation of the Mediterranean Diet. Therefore it is not only promoted as an essential cultural resource, but it is rather perceived as a valuable economic resource capable of generating benefits for the environment and tourism, whereby the latter is among the leading industries in the entire area. Furthermore, the important recognition by Unesco is tangible evidence of how the Mediterranean Diet phrase goes beyond the mere meaning of its words, but it rather acquires a broader meaning and represents a key element for the integration and socio-economic development of the area in line with the project's broader objective.



# Ongoing Projects

**“Innovative skills and competences for entrepreneurs in order to promote a new sustainable tourism in the Adriatic and Ionian Area”**



*(Project co-financed by the Adriatic-Ionian Initiative - Regional Cooperation Programme - 2012 Call for Proposals)*

On 21st March 2014 the Hotel Mondial in Tirana, Albania, was the venue of the technical seminar addressed to local tourism players and focussing on “Web Wholesaler incoming cross-border Tour operator”. The seminar was organized by the AIC Forum in collaboration with the Albanian Tourism Association (ATA). The initiative, which was organized within the framework of a series of theme-specific workshops foreseen within Activity 4 of the project, saw the participation of well 30 Albanian business players who expressed their interest in getting more detailed information on the issue of tourism promotion in the Adriatic basin in view of the establishment of the new Adriatic Ionian Macroregion. Matilda Naco of ATA focussed exactly on this topic in her introductory remarks, followed by the contributions by the two consultants Corrado Ceccarelli (who spoke on nature-related and social tourism) and Marco Cocciarini, who presented the new promotion and commercialization tool (Web Wholesaler incoming cross-border Tour operator) that is currently being created within the framework of a project by the AIC Forum in collaboration with the network of tourist operators from the various countries involved and is also accompanied by an app to use the same tool on smartphones. The series of theme-related meetings will end in Corfu, Greece, on the occasion of the 2014 annual edition of the AIC Forum and see the participation of

local tourist operators. The project will end this year with a series of one-to-one meetings with tourist promotion national and/or regional institutions from all the 8 countries of the Area to present them the results and outcomes of the project.

*Technical seminar in Tirana*



**“Vero TouR - Venetian routes: enhancing a shared European multi-cultural sustainable tourism”**



*(Project co-financed by the DG Enterprise and Industry – Support to transnational thematic tourism products as means of enhancing competitiveness and sustainability of European tourism)*

On 6th March 2014 the Palais West am Funkturm, West side, in Berlin was the venue of a meeting for the official presentation of the VEROTOUR project at the ITB international trade show. The event, which was foreseen within the project for the dissemination and promotion of the transnational theme-specific tourist products linked to the Venetian commercial routes, saw the participation of the Veneto Region, i.e., the project lead partner, and the involvement of all project partners for the diffusion of the event. In particular, both the AIC Forum and Unioncamere Veneto (member to the AIC Forum), which are both project partners, are currently working to better promote the project main topic both locally and at the level of the network of chambers of commerce in the Area, which is the one mostly concerned by the project. Furthermore, the second

project Steering Committee meeting took place in Palmanova on 12th April. This was the occasion for the project partner Marco Polo System to launch the planned itinerary from Venice to Pirano (from 30th April to 2nd May) as the first experiment of a part of the final theme-specific tourist product. Moreover there was the official opening of the exhibition on cultural itineraries of the Council of Europe, which was set in Palmanova at the old Napoleonic munitions depot Garzoni from 12th to 21st April 2014. The AIC Forum organized a workshop in Tirana on 16th April. Like the event held in Venice in December 2013, the aim of the workshop was to create a permanent network of public/private players for the identification of the necessary tools, supported by the newest technologies, for the promotion of transnational theme-specific tourist products.

*Presentation VeroTour Project (Berlin)*



**“Development of the fruit and vegetable sector”**



*Project co-financed by the Italian Ministry for Economic Development (Italian Law no. 84/2001)*

The latest activities related to the sector took place on 24th, 25th and 26th March and saw the collaboration of the AIC Forum with Centro Estero Abruzzo and the Forlì-Cesena Chamber of Commerce. Specifically, the incoming of a foreign delegation was organized, whereby the delegation could participate in a training pathway focussed on the functions of the most important telematic system for the detection of market prices in Italy. The training session for the Croatian business players of the fruit and vegetable sector already involved in the previous steps of the project took place in Pescara at the “La Valle Della Pescara” Agrofood Centre and focussed

on the telematic platform represented by the Ismea Agricultural Market Price Observatory (Osservatorio Prezzi Fedagromercati – Ismea), which will enable to automatically and anonymously detect the market prices applied in invoices to customers. Data on transactions are made available in real time to all system users and enable producers, wholesalers and ultimately consumers to benefit from transparent sales prices. After this activity, Croatian business players carried out a Study visit at the wholesale fruit and vegetable market in Cesena. This is one of the most important markets in the sector, with over 90 000 tons of products processed every for a total annual turnover of about 85 – 90 million Euros. The Study visit was also the occasion for Croatian business players to meet cooperatives and companies specialized in the sector from the Romagna area (Apofruit, Brunelli Group, Infia). These two important initiatives marked the end of the project, whose results were summarised in an information brochure offering a short summary of the activities carried out and the outcomes produced. Worth mentioning among the contents published in the brochure is the comparison between the current scenarios of the fruit and vegetable production and management in Croatia and Italy, also in view of future territorial cooperation initiatives in this field in the light of the Adriatic-Ionian Macroregion, which is about to be set up.

*Brochure with Project's Activities*



*Fruit and Vegetables Market at Wholesale of Cesena - Pievesestina of Cesena Industrial Area*



Top quality extra-virgin olive oil expo  
(Trieste 7<sup>th</sup>-10<sup>th</sup> March 2014)

# 8<sup>th</sup> edition of “Olio capitale”

Trieste was the venue of the 8th edition of Olio Capitale, i.e. the international trade show entirely dedicated to top quality extra-virgin olive oil with no food products or beverages on display. The initiative was organized by the Aries, Special Agency of the Trieste Chamber of Commerce, which is member to the AIC Forum, in collaboration with the Italian Association of Olive Oil Cities and Towns and under the auspices of the Italian Ministry for Agricultural Policies. It was attended by over 10,000 visitors, including a large number of professionals from over 26 countries. Hundreds of olive oil labels were on display, the product of 200 Italian, Greek and Croatian producers, consortia and institutions devoted to the promotion of quality olive oil, the environment and olive landscapes. The event was also the occasion for the 8th edition of the “Olio Capitale Competition”, which saw the participation of 240 participants from the Mediterranean area and provided the

framework for a thousand B2B scheduled meetings with buyers from all over Europe, the United States and Canada. The programme also included a territorial cooking show, with which promoting institutions intended to present some typical local dishes prepared with local olive oil. This year the organizing institution asked for the collaboration of the AIC Forum to increase the visibility of the initiative as much as possible among its members, as well as to organize an event related to the Mediterranean Diet in consideration of the fact that the AIC Forum is one of the partners of the MEDDIET project. As this topic is particularly interesting also for the Italian Union of Chambers of Commerce Unioncamere, the conditions apply to organize specific focus events, also thanks to the AIC Forum, on the Mediterranean Diet through the creation of synergies between the “Olio Capitale” initiative and “Tipicità”, which takes place in the same month in the Marche Region.



8° SALONE DEGLI OLI EXTRA VERGINI  
TIPICI E DI QUALITÀ

8<sup>TH</sup> TOP QUALITY  
EXTRA-VIRGIN OLIVE OIL EXPO

MARZO / MARCH  
7<sup>th</sup>-10<sup>th</sup>

2014

Trieste, Italy

[www.oliocapitale.it](http://www.oliocapitale.it)

## Contact the Forum

### Secretary AIC Forum

Piazza XXIV Maggio, 1  
60124 Ancona  
Ph. +39 071 5898 249-266  
[segreteria.forum@an.camcom.it](mailto:segreteria.forum@an.camcom.it)  
[www.forumaic.org](http://www.forumaic.org)

Brussels Office , Avenue Marnix,  
30 - 1040 Bruxelles

### Workgroup on EU Project Management

Ph. +39 071 5898355  
Fax +39 071 5898255  
Secretary:  
[progettieuropi@an.camcom.it](mailto:progettieuropi@an.camcom.it)

# Regulations of use of Adrion Brand

## Update of the regulations for the use for the Adrion brand

It clearly emerged from the last two meetings of the AIC Forum Board of Governors, the second of which took place on 28th March 2014, that the current version of the regulations of use of the ADRION brand, which were drafted in 2009, need to be updated following the significant political and economic events that have characterized the Adriatic-Ionian area in recent years. In particular, the new macroregional scenario and the official recognition of the brand with the European Commission Communication no. 713 of 30th November 2012 "A Maritime Strategy for the Adriatic and Ionian Seas" are a major drive in this direction, as has often emerged both from the works of the AIC Forum Workgroup for Tourism, and within some projects which have seen the direct involvement of the AIC Forum in the tourist sector. In view of the above, a first update of the composition of the Adrion trademark Management Committee was carried out, whereby the institutions or experts involved were asked to confirm/replacement of the players currently members to said Committee. Later on, the same Committee was asked to draw up a first updated draft of the regulations for the use of the Adrion brand. The draft was submitted on the occasion of the last Board of Governors meeting on 28th March. As regards the new structure of the regulations text, the article subdivision was revised according to a scheme based on titles, articles and paragraphs which provides for easier reading and comprehension. As regards contents, a preamble was introduced to illustrate the context for the modified regulations are modified in view of the creation of an operational tool, which has been updated and made more suitable for the activities of the macroregional context. The introduction of said preamble highlights the need to promote not only tourist packages with the ADRION brand, but more generally the entire

supply chain linked to it, with special attention to nature-related and cultural elements, also with the aim of making ADRION a logo capable of identifying not only tourist products and/or services at a macroregional level, but also supply chains of typical products and historical, artistic and cultural initiatives. Worth mentioning are the modifications related to the replacement of the concept of "Countries facing the Adriatic and Ionian Seas" with the more general concept of "Countries of the Adriatic-Ionian Macroregion" to extend the use of the regulations to all the eight countries involved in the macroregional Strategy.

Worth mentioning are furthermore the introduction of innovative concepts like "experiential tourism", "transnational theme-specific tourist products", the adaptation to European tourism policy parameters (e.g. ETIS, NecsTour, the European Tourism Quality Label - ETQ), as well as the importance of promoting the ADRION label also by means of new technology tools.

It was furthermore deemed appropriate to extend the use of the Adrion brand to other institutions, not only chambers of commerce, to support its diffusion; at the same time, it was deemed appropriate to extend the use of the Adrion brand to the entire tourist supply chain (e.g., suppliers in the sectors of transports, accommodation, supplementary services).

Finally, multi-country tourist packages were reduced in their importance, as the contemporary sharing and organization of different tourist packages in different geographical areas is very difficult to implement from a logistic viewpoint, though interesting from the point of view of culture and offer diversification. More emphasis was therefore put on the tourist-cultural relevance of tourist packages with the aim of strengthening culture and creativity of enterprises also from the point of view of tourism and, more generally, territorial promotion.

### ALBANIA:

#### FÜLE OPTIMISTIC ABOUT GRANTING CANDIDATE STATUS

On Wednesday 30 April, Commissioner for Enlargement and European Neighbourhood Policy Stefan Füle said he was "optimistic" and even "informedly optimistic" about Albania being granted candidate status at the European Council in June.

He stated that there was "enough evidence, not only to repeat but also to strengthen" the European Commission's recommendation to grant this status. Füle said that he had worked closely with the Albanian authorities on the basis of the last recommendations from the member states, and also with the member states to prepare the Council. "We are now already in the process of writing the report which will be presented to the member states", he added. He hoped that the 28 EU member states would adopt "the right decision for Albania" in June.

### BOSNIA HERZEGOVINA:

#### MINISTERS CALL ON LEADERS FOR REFORMS

On 14th April, the EU foreign affairs ministers called on the leaders of Bosnia and Herzegovina in Luxemburg to give firm responses "immediately" to issues such as taking citizens' needs into account and socio-economic issues - "particularly the fight against unemployment", improvement in coordinating economic and budgetary policies, and the creation of a better business environment.

The EU ministers also ask to the leaders of Bosnia and Herzegovina to translate the "legitimate" concerns of their people "into fully implemented legislative initiatives", including strengthening the rule of law, tackling corruption, measures for presenting financial accounts, and protecting human rights.

They call on the leaders of Bosnia and Herzegovina "to commit as soon as possible after the October elections to a wider package of issues, so as to address the challenges that the country continues to face in order for it to make progress towards the EU.

The Council reasserts its "unequivocal" insistence on the country's territorial integrity "as a sovereign and unified country", and it condemns the "unacceptable" ideas and rhetoric of division and secession.