



8th Forum of the Adriatic and Ionian Chambers of Commerce

Sustainable Economic Development, Political directions and European projects of Integration

The 8th edition of the Adriatic and Ionian Chamber of Commerce Forum took place in Makarska from 22nd to 24th April 2008.

The event fits in the picture of the new 2007/2013 community planning, within which, the Chambers of Commerce, have undertaken a key role for the development and the competitiveness of their territories, as they are considered bodies servicing the enterprises able to carry out a connecting role with other institutions.

The plenary session was divided into two phases respectively entitled *"Political trends and development proposals of the Adriatic-Ionian area"* and *"The EU 2007/2013 interests programmes for the Adriatic-Ionian area: the pre-accession instrument IPA"*.

The achievement, for the second time, of the patronage of the European Parliament President has strengthened the role and the position of the Forum in Brussels, undertaken by the association in 2007. The edition took place in Croatia, which will shortly be joining the EU, and has promoted, due to the importance of the subjects dealt with, considerations on the integration process of the non EU Countries associated with the Forum. The heterogeneous group of the territories represents a challenge in continuing to help the balanced development and integration of the area, as well as a permanent dialog

between the Countries that look on to the same sea, constitutes the basis for an economic, social and cultural cooperation of the whole basin. The activities have been declared open by the Forum's President Ms Jadranka Radovanić, President of the Split Chamber of Commerce and by Mr Giampaolo Giampaoli, the Forum's Vice President and President of the Ancona Chamber of Commerce. The initiative in Croatia has seen the involvement of political, social and economic realities, not only involving the chambers, thus becoming a privileged moment of confrontation from which ideas have originated in regards to a mutual planning.

The opening statements were addressed by: Mr Miljenko Pavlaković (Deputy to the Minister and Secretary of the Ministry of Economy, Labour and Entrepreneurship of the Croatian Government), Mr Ante Sander (Prefect of Split County, Croatia), Mr Marko Ožić-Bebek (Mayor of Makarska), Mr Alessandro Pignatti Morano di Custoza (Italian Ambassador to Croatia), Mr Branko Lukovac (Montenegro Ambassador to Croatia), Ms Lorena Pistelli (Councillor for the Marche Region holding devolving power for Ports and Airports, Equal Opportunity, Viability, Territory Administration), Mr Michele Altomeni (Deputy for the Marche Region and the Regional Council for the Ancona Province holding

NEXT EDITION

- Ancona, 19th-20th June 2008:
Inauguration of the official headquarters of the Secretariat for the Adriatic Ionian Initiative and Country Day dedicated to Greece
- Split, 27th June 2008:
Mr. Giampaolo Giampaoli, President of the Ancona Chamber of Commerce, Awarded in Split

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Chamber of Commerce of Ancona
Communication Department



devolving power for District Viability, Transport and Mobility, Infrastructural Viability, Ancona International Port, Waterways, Social Policies and Migration) and Mr Fabio Sturani (Mayor of Ancona). The following representatives of the Ancona Chamber Committee, Mr Rodolfo Giampieri for the Trading Department, Mr Giorgio Cataldi for the Craftsmanship Department and Mr Otello Baldini for Tourism took an active role in the works.

A special attention goes to the participation Mr Guglielmo Ardizzone Plenipotentiary Minister and National Coordinator for the regional initiatives in South East Europe, who represented the Secretariat of the Adriatic Ionian Initiative (him being a referring and prestigious political institutional subject for all the future actions that will be accomplished by the Marche Region), the Director of the Delegation of the Marche Region in Brussels (Mr Marco Bellardi), the Secretary General of the Forum of the Cities (Mr Emilio D'Alessio) and Prof. Gianluca Gregori, spokesman for the Marche Polytechnic University and of the UniAdrión the network of universities on the Adriatic Ionian basin. The Ancona Province Institution was widely represented by its President, Ms Patrizia Casagrande Esposto, and by the Province Councillors to the Environment, Tourism and Equal Opportunities (respectively Mr Marcello Mariani, Mr Carlo Maria Pesaresi and Ms Eliana Maiolini).

The activities that took place during the event, have allowed the consolidation of international relations, and to strengthen the liaisons with the European institutions such as the European Parliament (Mr Paolo Meucci), the European Commission (Mr Emilio Mastracchio), the Eu-

rochambers (Mr Micol Martinelli and Ms Birgit Arens) and the Unionchambers of Brussels (Mr Maurizio di Genova), thus enhancing the awareness of the numerous communitarian funding opportunities destined to the area. Relations were also strengthened with numerous Embassies, Ministries, Banking Institutions (Unicredit represented by Mr Andrea Bondoni), as well as International bodies such as ASCAME, the Association of the Mediterranean Chambers of Commerce and Industry, with which the Forum will stipulate a letter of intent during 2008, and was represented for the occasion by Mr Eren Paykal. The 8th edition allowed the Forum to promote itself as a leading subject within a competitive network, and has given it the opportunity to trigger planning projects with reference to the

new pre adhesion funding plans as well as to those destined to Mediterranean area (MED). The growing attention by local institutions, both national and international and by the European institutions to the Forum, allows new Europe-wide programming which cannot be prescinded from a constant coordination between all the leading protagonists of the territory, that is by the high ranking institutions which jointly take part in proposing valuable technical-scientific projects and contribute in international cooperation activities, in the planning, access and management of the structural funding.

Mr Giampaolo Giampaoli pointed out that: "The growing attention shown to the Forum by the local, national and international institutions and by the European Parliament, has broaden the view on new projects at a European level that cannot forego a constant coordination among the network (Forum of the Chamber of Commerce, Forum of the Cities and UniAdrión) that can aid towards a further impulse to the development of the Adriatic Euro-region".

The eighth edition has continued to promote the pursue of the Forum's objectives within an international frame increasing trade opportunities between operators on the two Adriatic and Ionian shores, thus creating the preamble for the start of projects linked to the European Union programmes for 2007/2013. The next edition will be held in Greece during spring 2009, this being a strategic country to present both EU schemes dedicated to the Adriatic basin and those projected towards the Euro-Mediterranean contest.



Workgroup on Tourism: Joint promotion of the Adriatic and Ionian Area



The activities, at which Mr Carlo Maria Pesaresi, Councillor for the Ancona Province took part, were centred on the necessity to promote the Adriatic and Ionian tourist area in the international markets, that is how "Adrlon" came to be. Adrlon is a trademark that joins and integrates tourism of the Countries of the Area in all its forms, be it nautical, cultural, food and wine, rural, environmental and gastronomic tourism, they will all come together overseas to promote and increase the appeal of the whole territory also towards the emerging markets. For the promotion, according to the Adrlon standards, a communication campaign will be launched with educational tours involving foreign tour operators and journalist of tourism magazines. A virtual tour of the tourist sites of the area can be taken by accessing the website (www.adrlon.forumaic.org).

Other initiatives, such as: "Appointment in the Adriatic" by Assonautica, as well as a link created by Adrlon with the MARINAS Project for the development of a Adriatic Ionian service card to be advertised to those targets that have as a final destination the Adriatic Area, promotion of elite tourism that have a special interest



for the yet to be discovered cultural and environmental sites that the area is rich of, will also be carried out. By using the experience already applied to hotels in Italy, the SME within the lodging industry will be able to obtain a certificate of "Adriatic Ionian Characteristic Hospitality" as a guarantee of high level tourism.

Workgroup on Environment: Common attention and sensibility in order to safeguard the same sea



Several bodies took part in the Workgroup, amongst which the Ancona Province, represented by Councillor Mr Marcello Mariani, research groups, environmental agencies, the Marche Regional Agency for Environmental Protection as well as private operators. They all agreed that the Adriatic sea should be declared "Particularly Sensitive Sea Area (PSSA)" where procedures should be developed in order to preserve and safeguard the marine and costal environment. Such ambitious project will be carried out jointly, taking into consideration several priorities such as the in depth knowledge of the environmental condition of the Area. The acquisition of data and information on all the marine activities will be necessary in order to compare the environmental data gathered by each Country using specific indicators. The initiative will be sponsored by the Institute of Oceanography and Fisheries in Split with the EU financial support, proposing the project for the IPA funds. Propositions have been made to monitor and improve, within the harbours, the waste product, be it coming from naval operations or cruise ships. In order to carry out such activities, the Workgroup organized in 2007 a Permanent Body, which will suggest a "pilot port" or port of call, in order to value the different ways of collection and waste disposal and to test new ones.

The Forum of the Chambers of Commerce has been nominated to hold an important operational role within the economic themes linked to the development of the market and of the enterprises. The Secretariat of the Adriatic Ionian Initiative, within a political and institutional frame, will be the one coordinating the steps that will be carried out by the Forum of the Adriatic and Ionian Chambers of Commerce, by the University network Uniadrlon and by the Forum of the Adriatic and Ionian Cities. The cooperation with the Secretariat started in occasion of the Croatian conference during which Mr Guglielmo Ardizzone, Plenipotentiary Minister and national coordinator for regional enterprises in South East Europe, spoke.

Workgroup on Transports: Integration between port strategies for a maritime policy



The work carried out was quite interesting. Representatives from Ploče, Split and Rijeka port authorities took part in the discussions. Ancona was represented by the Secretary General Mr Tito Vespasiani. The authorities of Durrës and Igoumenitsa took part in the Workgroup for the first time, each submitting their respective development plan and the main strategies in place. Ms Carla Virili, Councillor for the Ancona Province also took part in the Workgroup. All the ports in the Area, see in the progressive inclusion of the eastern Adriatic Countries in the UE a new growth opportunity. This expansion to the east, allows the Adriatic sea to regain a central trading role in the whole Mediterranean, the creation of intermodal cross passageways that allow sustainable trade development between the Italian ports and the regions in South East Europe has become an essential component. Talks regarding the accomplishment of new port infrastructures and connections between ports and transport network were necessary in order to develop both the passenger and container fields, which are expected to increase.

Workgroup on Agriculture: Specific training for quality wine and oil makers

Wine and oil fields at the centre of the Workgroup. The oil field is growing strongly in the eastern Adriatic area with excellent productions, but there is a need to guide the consumers towards good quality extra virgin olive oil as well as the need to educate the producers to enhance the quality of productions. During the last months, an extra virgin olive oil sommelier training course was undertaken, this opportunity will be given to all the Countries in the area that wish to participate. All territories will take part in an international event organized to emphasise the olive oil resource, combining it with promotional and cultural actions. A similar event will be organized for wine production which will also involve the Countries that are part of the "Green-toned wines European Network", which has involved Italy and Spain in the joint promotion of the territories that produce Verdicchio wines since 2006. Portugal, Slovenia as well as a few eastern Adriatic Countries produce wines with similar characteristics as those of the Verdicchio, and could be part of an integrated promotion of their respective production territories through their wines and their culture.



Workgroup on Women Entrepreneurship: Feminine training



The enterprise network part of the Forum, is a qualitative and profuse growth opportunity for "female" enterprises that have taken part in the Workgroup. Ms Patrizia Casagrande, President of the Ancona Province, Councillor Ms Eliana Maiolini were present, as well as the President of the Equal Opportunities Commission for the Marche Region who showed a project, already tested with the Ancona Chamber of Commerce, to train women "over 40" so as to be integrated in the tourism field. The representative of the Bosnia and Herzegovina Minister of Finance, showed an economic incentive plan for women enterprises of appealing figures. The Workgroup will promote different ideas, in support of female enterprises, such as the compiling of a database where companies are divided by type and field in order to monitor and have a in depth knowledge of the peculiarities so as to offer a better training.

Workgroup on Fishing and aquaculture: a sustainable development of the marine resources



Items linked to the management of the fishing resources of the Adriatic seen under a scientific, economic and commercial point of view were discussed at the Workgroup. Several institutional representatives, amongst which, Councillor Mr Pierfrancesco Benaducci as well as entrepreneurs from Croatia, Montenegro, Italy, Greece and Albania took part. They all agreed on the need to create a trans-national fisheries network, that allows self management set in a frame of institutional rules, thus promoting an exchange of views and knowledge in order to commonly improve the resources and the economy. From this the will to create a “trans-national network of fishery structures and producers” that promotes the exchange of views and knowledge, in order to jointly develop a strategy to improve the resources and the economy. The Marche producers will offer their experience in the fish markets, so that health, statistic and financial checks on the products be encouraged also in the Adriatic Ionian markets, in order to avoid any form of speculation and guarantee correct business propriety to all (fishermen, buyers, consumers).

Finally based on the experience acquired since 2006, specialized training courses will be organized during the next 12 months which will involve different Countries of the Area.



The Adriatic and Ionian International Court. This was established to resolve problems deriving from different jurisdictions in the various Countries of the Area, based on different legal principles that can obstruct the development of relations and trade. The organization offers services of mediation, arbitration, arbitrage and contract expertise at moderate prices, thus enabling eventual disputes between operators of different Countries in the Area, to be resolved in a quick and easy way, in the respect of privacy and confidentiality. Through such organization the SME of the Countries of the Area can easily access to the above mentioned services, so as to solve any legal problems that they may have quickly, thus enabling a stronger international commercial development. During the next few months the Court will be engaged in roadshows and training courses of conciliation and arbitrage throughout the Countries of the Adriatic and Ionian Area.

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HOW TO JOIN THE ASSOCIATION



JOINED BY THE SEA
Adriatic and Ionian Chambers Forum

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.