

13th Edition of AIC Forum

Međugorje, Bosnia-Herzegovina, 14th-16th May 2013



PRIVREDNA/GOSPODARSKA KOMORA
FEDERACIJE BOSNE I HERCEGOVINE
CHAMBER OF ECONOMY OF THE FEDERATION OF BOSNIA AND HERZEGOVINA

in collaboration with the Chamber of
Commerce of Bosnia-Herzegovina Federation



Focus Group of plenary session, Međugorje, Bosnia - Herzegovina



The town of Međugorje in Bosnia-Herzegovina was the venue of the 13th Edition of the AIC Forum, i.e. the annual event organized by the AIC in collaboration with the Chamber of Commerce of the Federation of Bosnia-Herzegovina.

The plenary session on "The Action Plan for the Adriatic and Ionian Macroregion: a joint contribution for a common project. An exchange of views between Institutional Networks and Enterprises" saw the participation of about 260 delegates, including representatives of European institutions, national bodies (Italian Ministries for Tourism and Economic Development), the Permanent Secretariat of the Adriatic-Ionian Initiative (AII), the university network Uniadriion, professional associations, as well as representatives from the business world and international partnership networks, like Ascame, Insuleur, NecstouR and the Adriatic-Ionian Euroregion.

Also the European Commission was present with influential representatives, specifically from the Directorate-General (DG) Regional Policies and the DG Enterprise and Industry-Tourism Unit, i.e. decision-makers of the Action Plan for the Adriatic-Ionian Macroregion. The choice of the title of the AIC Forum 13th Edition stems from the fact that the Međugorje event represented the first official meeting between Adriatic and Ionian civil society forums and international networks to provide the Action Plan with a system-based overarching contribution with the aim of speaking with a joint and single voice to the authoritative representatives from the European Commission, thereby expressing the requests coming from the territories in view of a "multi-level governance", i.e. with a bottom-up approach that includes several institutions at different supranational or national decision-making levels depending on their

respective mission and competence. The decision to involve international networks also originates from the opportunity to create and reinforce a synergy, which will it possible to participate in the European decision-making process thereby providing the point of view of the system of chambers of commerce as a whole on priority topics. The event took place a few months from the official start of the operational stage concerning the definition of the Strategy: on 14th December 2012 the European Council formally provided the European Commission with the mandate to launch the Strategy that will lead to the creation of the Adriatic-Ionian Macroregion, thereby de facto entrusting it develop the contents of the Action Plan for the Adriatic-Ionian Macroregion, which will be approved in 2014 halfway between the Greek and Italian EU Presidency. The mandate to elaborate the Action Plan was given to the Adriatic-Ionian Macroregion together with the Regions and other local interlocutors, also including partnership networks like the AIC Forum.

Plenary Session 14th May 2013

Opening remarks

The works opened on 14th May with the greetings by authoritative local speakers, chaired by the President Jadranka Radovanić: the President of the Chamber of the Economy of the host country Federation of Bosnia-Herzegovina Jago Lasić, the mayor of the City of Čitluk Ivo Jerkić, the President of the Council of Ministers of the Federation of Bosnia-Herzegovina Vjekoslav Bevanda, the representative of the Ministry for Agriculture, Forestry and Aquaculture of the County of Herzegovina Neretva Donko Jović. Furthermore, the contributions by Ambassador Raimondo De Cardona, Italian ambassador in Sarajevo, and by the President of Unioncamere Ferruccio Dardanella, who officially announced his decision to join the AIC Forum as a new member on the occasion of the 13th edition of the

Forum. The membership of Unioncamere undoubtedly reinforces the activity of the AIC Forum and allows the entire Italian system of chambers of commerce to carry on with momentum and determination their work towards the Adriatic-Ionian Macroregion, which will bring benefits to all the territories in the area. The initial greetings were then followed by the plenary session, which outlined a thorough and complete reference framework of guidance for future actions, thereby focusing on key reference sectors. Contributions were made by ambassador Ivan Orlić, Senior Official of the Adriatic-Ionian Initiative representing the host country; Tiziana Vecchio from the Italian Ministry of Economic Development, who provided an updated economic and statistical overview of the situation in her presentation that is useful to promote future SME investments in the area; Flavia Maria Coccia from the Italian Ministry of Cultural Affairs and Tourism, who focussed the possibility of a future branding policy shared among the ministries of the AIC countries, thereby starting from the experience of AIC Forum Adrion as a useful reference logo for the identification of the area as a single tourist destination at a European and international level. A key contribution was offered by Giannantonio Ballette from the DG Regio of the European Commission. In his speech he provided participants with anticipations, insights and useful indications, thereby allowing the AIC Forum to focus on strategic sectors like tourism, infrastructures, the blue economy and the environment, as well as on cross-cutting issues, like research, innovation and capacity building to successfully manage the complex process of creation of the Adriatic-Ionian Macroregion.

Focus Group

A significant contribution was offered by the Focus Group chaired by the AIC Forum Secretary-General Michele De Vita, which actively involved the various forums, the Adriatic-Ionian Initiative, international networks and the Adriatic-Ionian Euroregion. The Focus Group saw the participation of the AIC Forum Vicepresident Rodolfo Giampieri, the representative of Uniadrion Prof. Fausto Pugnali, the representative of the Adriatic-Ionian Initiative Marco Bellardi, the Secretary-General of the Adriatic-Ionian Euroregion Francesco Cocco, as well as representatives of the Ascame (Juan José Rios Megino), Insuleur (Juan Gual de Torrella Guasp) and NecsTourR (Teresa Caldarola) networks.

Workgroups 15th May 2013

The second day of the AIC Forum was entirely devoted to the theme-specific workgroups. The presence of key speakers enabled each workgroup to guide and discuss in detail specific topics of priority interest. The **Workgroup on Agriculture** dealt with ambitious and tangible objectives and saw the participation of Prof. Rodolfo Santilocchi from the Department of agricultural, nutritional and environmental sciences of the Polytechnic University "Università Politecnica delle Marche" as keynote speaker. The best practice represented by the international extra-virgin olive oil competition "Oro dei due Mari", i.e. the gold of the two seas, which was organized and promoted by Olea, will make it possible to start training courses on various typical products of the Adriatic-Ionian area in order to train professional tasters who will be recognized at a European level. The joint meeting between the **Workgroup on Fisheries/Aquaculture** and the **Workgroup on the Environment** saw the participation of two keynote speakers: Jakov Dulčić from the Institute of Oceanography and Fisheries IZOR (Croatia), for the Workgroup on Fisheries/Aquaculture, and Gerhard Lempl, Councilor for transports and tourism of the Primorsko-goranska County in Croatia, for the Workgroup on the Environment. The debate was stimulated by the contributions of several experts and made it possible to focus on an extremely up-to-date topic, i.e. the sustainable management of natural coastal resources, thereby fully respecting traditions, the ecology and the most recent legislation. The joint objective of two workgroups was to identify a common definition for coastal fisheries and promote research activities through ad-hoc commissions and specific committees, as well as to carry out monitoring work of the fishing activity through the collection of statistical data. The **Workgroup on Women's Entrepreneurship** was attended by a large number of people, including outstanding influential women, like the keynote speaker and Commissioner of the Ancona Province Patrizia Casagrande Esposto, the Deputy Secretary-General of Unioncamere Tiziana Pompei, as well as numerous businesswomen who actively dealt with the presentation of best practices and the ways to reinforce the economy of the area. The aim was to promote the development of women's entrepreneurial policy in countries, in which no appropriate strategy has yet been developed, thereby taking into

account the fact that that this could be a priority topic within the framework of the Adriatic-Ionian Macroregion. Within the framework of the Workgroup on women's entrepreneurship, on the occasion of the gala evening President Radovanić made a special mention to all the women, who have shown their engagement for the promotion of female entrepreneurship in the area. During the **Workgroup on Transports** a significant contribution was pronounced by Ida Simonella from ISTAO. In her presentation on the future of the main maritime sectors of Adriatic and Ionian ports she provided the audience with several useful insights to stimulate a fruitful debate and set the objectives that the workgroup intends to achieve during the year: the ability to share strategic choices for port development within a broader context than the mere local one, so as to strengthen the Adriatic offer vis-à-vis major international shipping agents and the identification of solutions, if necessary also regulatory ones, to promote the development of intermodal transport. The **Workgroup on Tourism** focused on "The Adriatic-Ionian Macroregion as a single tourist destination". This extremely topical topic generated strong interest following the mention of the Adrion logo in the European Commission Communication no. 713 of 30th November 2012 "A Maritime Strategy for the Adriatic and Ionian Seas", which acknowledged the Adrion label as the identification logo for the area at European level and thus recognized the work carried out by the AIC Forum in recent years. The aim is the Workgroup on tourism is to have the Adriatic-Ionian Macroregion recognized as a single tourist destination on international markets. The single branding policy promoted by the workgroup to candidate the area as a European cultural route recognized by the Council of Europe, which has managed a specific related programme since 1987, pursues exactly this goal. Within this context, the project under the name "VeroTour - Venetian Routes: Enhancing a shared European multi-cultural sustainable tourism" on Venetian trade routes, which is coordinated by the Veneto Region and has the AIC Forum as one of its partners, was approved by the European Commission and appears to have strong potential. This objective was shared with the tour operators, entrepreneurs and international organizations involved in the workgroup, who agreed on the need to elaborate and identify specific quality objectives, with the aim of reviewing the parameters of the current specifications to re-launch the competitiveness of the area in line with the European quality tourism label policy proposed by the European Commission

and which will be adopted as a community regulation by the end of 2013. The workgroup started from the successful experience of the "Ospitalità Italiana" label by Isnart, which has been promoted by the Italian system of chambers of commerce. Its intention is to promote a quality certification for accommodation facilities through tangible promotional and marketing actions, thereby becoming a privileged showcase to promote foreign customers tourist packages and ad hoc itineraries in the Adriatic-Ionian area. Keynote speaker of the workgroup was Cinzia de Marzo from the Tourism Unit of the European Commission and Alberto D'Alessandro from the Council of Europe, who focused on possible lines of actions that can contribute to the Action Plan of the Strategy for the Adriatic-Ionian Macroregion and consider cultural tourism as an opportunity of development and cohesion of the Macroregion. The two keynote speakers legitimated the work done so far and the need to continue developing activities, which refer to the area as a single reference tourist destination. The workgroup also focused on priority topics, like the Italian national policy for the promotion and growth of enterprises active in the Balkans (Ministry for Economic Development, Unioncamere and Unioncamere Emilia Romagna), the international competitiveness of the Adriatic-Ionian basin (Ministry for Cultural Affairs and Tourism, Assonautica, Isnart, Risposte Turismo srl), business opportunities for tour operators working in the Adriatic-Ionian area (Globe Inside, Amatori Tour Operator) and collaborations with institutional networks (Insuleur, Ascame, NecstouR and Adriatic-Ionian Euroregion). The third day of the AIC Forum saw the meetings of the Workgroup on EU Project Management and the International Court of the Adriatic and Ionian Area, as well as the meetings of the AIC Forum organs. The meeting of the **Workgroup on EU Project Management** saw the participation of 19 participants representing all AIC Forum countries, as well as a representative of Insuleur, one of Necstour and one of the Italian-Bosnian Chamber of Commerce. The workgroup specifically dealt with on-going projects, which see the direct participation of the AIC Forum, and with new calls for proposals for a number of issues emerged, that workgroup participants committed themselves to work on in the following ones. The most important ones include the following:

- request for a stronger collaboration of all member chambers of commerce to support the AIC Forum secretariat and the Ancona Chamber of Commerce in implementing various projects already financed;

- the need to recover and propose again projects already presented in the past, but which had not been financed, e.g. the ADRION project (IPA CBC - II Call for proposal for ordinary project);
- improved communication between the members of the Workgroup on EU Project Management before, during and after the presentation of individual projects in order to optimize and share ideas in view of new candidate projects, as well as improved efforts for programming and developing the activities of already financed projects;
- evaluation of new proposals of the workgroup in view of a constant collaboration, which is not fragmentary or in any case limited to the individual annual editions of the AIC Forum.

The International Court of the Adriatic and Ionian Area, which the AIC Forum organ entrusted with the mediation and arbitration proceedings, decided to open up towards new prospects to increasingly support cross-borders business players. The objective to pursue in future months is for the court to become a round table for consultations and the exchange of experiences on the issue of Alternative Dispute Resolution, i.e. a setting for the sharing of best practices, a privileged context to carry out research and study activities in the field of arbitration and mediation, a centre to create synergies able to produce project proposals at a community and international levels and set up special partnerships on issues related to international forms of alternative justice to participate in calls for tenders/projects. This is necessary, so as to have a reference point able to provide tangible answers to the needs of Adriatic and Ionian business players and above all to reassure those wishing to establish trade relations with players on the other shore of the Adriatic. For all the above mentioned reasons, the International Court for the Adriatic and Ionian Area will be further promoted through the diffusion of regulations and clauses and the search for arrangements and bilateral agreements, so that this collaboration leads to a real synergy able to provide local businesspeople with actual support.

Declaration of intentions 16th May 2013

The 13th edition of the AIC Forum ended with the signature of the **"Declaration of intentions for the Integrated Adriatic-Ionian Secretariat"**, comprising the Permanent Secretariat of

the Adriatic of the Adriatic-Ionian Initiative and the three forums, which was approved by the AIC Forum Board of Governors by unanimous vote. The aim of the Declaration is to reinforce cooperation between the civil society, represented by the forums, and the All Permanent Secretariat, so as to bring the All voice and experience in all institutional settings, starting from European institutions and the governments of the AIC countries. This cooperation was furthermore positively accepted in Brussels on 27th May 2013 on the occasion of the 15th Adriatic-Ionian Council. This is the annual gathering of all ministers for foreign affairs of the eight countries member to the Adriatic-Ionian Initiative (All), who confirmed the strong commitment of the eight All governments to the approval of the European Strategy for the Adriatic-Ionian Macroregion. This important recognition is the first tangible result of the engagement and common efforts by all member chambers of the "Declaration of intentions for the Integrated Adriatic-Ionian Secretariat", which was also mentioned by the Italian Deputy-Minister for Foreign Affairs Marta Dassù in Brussels, who confirmed the full support to the process of the Adriatic-Ionian Macroregion by the Italian Government. Such an explicit and solemn recognition confers the AIC with new responsibilities, especially in a moment like the current one when civil societies and all other players involved in the macro-regional process are asked to prove their project management and propositional capacities in offering useful contributions, so that the future Action Plan fully meets the expectations and needs expressed by Adriatic-Ionian territories, which can from now on have a say in Europe through the Forum of the Chambers of Commerce of the Adriatic and Ionian Area. **Rodolfo Giampieri was elected as the new President of the Forum** of the Chambers of Commerce of the Adriatic and Ionian Area during the meeting of the AIC Forum members. He illustrated the five points on the agenda of his presidential mandate: promoting the economic recovery of the Macroregion through the development of priority assets, which will be identified by the Action Plan; reinforcing the relations between the chambers of commerce of cross-border countries; promoting SME internationalization; favouring the exchange of views and experiences between different chambers of commerce and extending the involvement of more chambers and their number as members of the AIC Forum; ensuring the coordination of activities planned by and with other forums (Forum of Adriatic and Ionian Cities and Towns, Uniadriion network of universities) in order to guarantee continuity and

uniformity of action, though respecting the autonomy of each member chamber. The office of **Vicepresident** of the AIC Forum went to the President of the Chamber of Commerce of Montenegro **Velimir Mijušković**. In view of Croatia joining the European Union on 1st July 2013, the outgoing President Jadranka Radovanić expressed her wish to assign the Vice-Presidency of the AIC Forum to a country, which is not yet a member of the EU. The meeting of the AIC Forum member chambers unanimously voted in favour of President Mijušković, who expressed his intention to reinforce the collaboration with the Ancona Chamber of Commerce and all other chambers of commerce member to the AIC Forum.



Kick-off meeting IAI Project

(Međugorje, Bosnia-Herzegovina, 15th May 2013)

Project: "Innovative skills and competences for entrepreneurs in order to promote a new sustainable tourism in the Adriatic and Ionian Area" (Project co-financed with the "All Regional Cooperation Programme 2012 of the Adriatic-Ionian Initiative")

On 16th May 2013 Međugorje was the venue of the kick-off meeting of the project entitled "Innovative skills and competences for entrepreneurs in order to promote a new sustainable tourism in the Adriatic and Ionian Area", which was co-financed by the AII with the framework of the 2012 Regional Cooperation Programme. The meeting was organized as a side event of the AIC Forum 13th annual edition and involved all project partners, including the AIC Forum acting as lead partner. The meeting marked the beginning of the project works, which will involve the AIC Forum until July 2014 with the objective to contribute to the creation of and support to an integrated tourist system in the Adriatic-Ionian area. The project partners include significant players, e.g. development agencies, NOGs and tourist operators. The aim of this broad partnership is to share the process, which was launched by the system of chambers of commerce represented by the AIC Forum, for the promotion of a socially and environmentally sustainable tourism in the entire Adriatic-Ionian Area.

WORKGROUP ON EU PROJECT MANAGEMENT



Kick-off Meeting MedDiet Project

Significant collaboration between Unioncamere, the AIC Forum and ASCAME (Rome-Italy, 23rd May 2013)

Project co-financed by the MED ENPI CBC programme



On 23rd May 2013 Rome hosted the kick-off meeting of the MedDiet project – *Mediterranean Diet and enhancement of traditional foodstuff*. This is the first case of effective and tangible cooperation on a specific project, which was co-financed by the European Union and involves the AIC Forum (as partner) and Unioncamere (as lead partner) together: it should be furthermore pointed out that this collaboration takes place in a moment, in which the national union of chambers of commerce has recently joined the AIC Forum as an ordinary member. This is also the first case of collaboration around a specific project, co-financed by the European Union and involving the AIC Forum and the Network of Mediterranean Chambers of Commerce (ASCAME), with which an agreement protocol was already in place, having been signed in 2008 with the specific purpose of reinforcing collaboration on specific projects. This last collaboration originated thanks to the national contact point for the Italian system of chambers of commerce, i.e. the Chamber of Commerce of Cagliari, which started a coordination activity between the chambers of commerce members to ASCAME together with the national office of Unioncamere in 2010 through a series of meetings, which saw the participation of the Ancona Chamber of Commerce, also in the name and on behalf of the AIC Forum (e.g. I Meeting of

Italian Chambers of Commerce member to ASCAME of 3rd May 2010 in Cagliari; II Meeting of Italian Chambers of Commerce member to ASCAME of 2nd-3rd May 2011, again held in Cagliari). The 2011 meeting also saw the participation of the Managing Authority of the ENPI CBC MED European Programme, who illustrated the major features of this programme. This exchange of views and ideas between the two networks actually led to the establishment of a partnership and the elaboration of the MEDDIET project, which was then actually successfully presented by Unioncamere. The 30-month long project starting on 1st January 2013 sees the participation of the AIC Forum as project partner (i.e. "adjoining region") specifically committed to and in close coordination with the ASCAME network in the organization of a series of events, specifically one international event in the Adriatic-Ionian area of competence, which, as the title of the project suggests, aim at the dissemination and capitalization of the main project activities, which are targeted to the awareness-raising and diffusion of the Mediterranean diet in the entire Mediterranean basin, hence also in the Adriatic. Within this project activity, the AIC Forum will be involved in the attempt to favour the creation of info points at the chambers of commerce of the Adriatic-Ionian area for the diffusion and dissemination of the importance of the Mediterranean diet. In the next few months the AIC Forum will raise the awareness of its member chambers on the initiative in view of a far-reaching and tangible involvement of the same to promote the diffusion of the Mediterranean diet as a healthy and important lifestyle that should be diffused and made known throughout Europe.



Results “The tourist Supply Chain”

Project “Cooperation between the Emilia-Romagna and Marche regions with Albania, Croatia and Montenegro”: presentation of the results of the project at Forum’s 13th edition (Međugorje, Bosnia-Erzegovina, 15th May 2013)

Project financed within the framework of Law no. 84/2001 of the Italian Ministry for Economic Development



Within the framework of the AIC Forum 13th edition, Međugorje hosted the final meeting of the project “The tourism supply chain: cooperation between the Emilia-Romagna and Marche regions with Albania, Croatia and Montenegro”, coordinated by the Special Agency of the Modena Chamber of Commerce Promec. In particular, on the occasion of the Workgroup on Tourism gathered on 15th May 2013, which was attended by Tiziana Vecchio from the Ministry for Economic Development, Fabio Pizzino from Unioncamere and representatives from the project partners (Chambers of Commerce of Durres, Podgorica and Rijeka), the project was presented to all participants, including the Tourism Unit of the European Commission, the Council of Europe, the Italian Ministry for Tourism, Isnart, representatives of the Permanent Secretariat of the Adriatic-Ionian Initiative, local institutions, as well as of bodies, associations and experts in the topics dealt with by the workgroup. The main activities carried out and the results achieved include the following:

- events for the exchange of best practices and know-how between hotel schools from Italy, Montenegro and Croatia, which were held in Rijeka (24th April 2012) and Podgorica (25th April 2012)

- training courses in Croatia and Montenegro, organized with the support of the Catering High School from Opatija (11th-15th June 2012) and the “Sergije Stanic” Vocational High School in Podgorica (4th-8th June 2012), with focuses on the use of typical products from the Emilia Romagna Region and on dining service practices. At the end of the training courses on the spot, eight deserving students (four for each country, two as dining room assistants and two as kitchen assistants) were selected and invited for a study tour at the Serramazzoni Hotel School in Modena. On this occasion, students were accompanied by a professor and had the chance to analyse more in-depth the topics previously acquired, thereby profiting by a fruitful exchange of view with their Italian colleagues.

- road-show for the presentation of business opportunities in Albania, Croatia and Montenegro: the event, which was organized on two days of seminar (in Modena on 25th October and in Rimini on 26th October 2012), provided for the organization of individual B2B meetings between entrepreneurs and reference people from the partner chambers of commerce in order to gain a more in-depth insight on the specific topics dealt with in the contract sector and in the field of supplies to hotels, tourism, training and catering.

- participation in the tourism trade show Place2Go in Zagreb (15th-17th March 2013) with a single stand where all tourist operators from Italy, Croatia, Montenegro and Albania had the chance to jointly promote their tourist products and favour B2B meetings between enterprises and tourist operators of their respective countries.

Greenlight to “VeRoTour” Project

(Venice - Italy
13th-14th June 2013)

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 13th and 14th June 2013 Venice was the venue of the official kick-off meeting of VeroTour - *Venetian Routes: Enhancing a shared European multi-cultural sustainable tourism*, i.e. the project presented by the Veneto Region and co-financed by the European Union within the framework of the call for projects on transnational theme-specific tourist products. The project aims to create a permanent networking between public and private players to identify and promote a European cultural route on the topic of “Venetian commercial routes”. The AIC Forum will be specifically involved in the development of a branding policy, in line with European directives on cultural routes, aimed at enhancing the cooperation capacities of SMEs in order to achieve the common objective of identifying the Venetian legacy in the Euro-Mediterranean area.

The activities to carry out are part of the commitments that the Workgroup on Tourism undertook to take on during the 13th edition of the AIC Forum, which has recently taken place in Međugorje.

VeRoTour is one of the tangible initiatives that the AIC Forum will specifically focus on to increase the visibility of the Adriatic-Ionian Area vis-à-vis European and international tourists with the ambitious objective to identify the future Macroregion with the Adria logo, which received prestigious recognition after being mentioned in the European Commission Communication no. 713 of 30th November 2012 “A Maritime Strategy for the Adriatic and Ionian Seas”.



“Vegetable & Fruit” Project Final Event

(Split - Croatia,
13th May 2013)

Project financed within the framework of Law no. 84/2001 of the Italian Ministry for Economic Development

On 13th May 2013 Split hosted the final event of the “Project for the development of the fruit and vegetable sector in Croatia”, which was financed by the Italian Ministry for Economic Development (MISE) with resources from Law no. 84/2001, i.e. the so-called “Law on the Balkans”. The event marked the end of a year of works, which brought about major results that have been largely appreciated at different levels of the Croatian fruit and vegetable sector. The Fruit and Vegetable sector project foresaw Focus Groups, Institution Building Activities, Study Tours in Italy and training sessions in Croatia and involved tens of producers, entrepreneurs and representatives of the large fruit and vegetable distribution sector coming from three different counties of the country, touching upon the towns of Split, Dubrovnik and Osijek. The event saw the participation of Unioncamere, acting as project lead partner, together with Mondimpresa, the AIC Forum, the Service Centre for Foreign activities of the Abruzzo Region CER (Centro Estero Abruzzo) and the Chamber of the Economy of the County of Split, thereby involving institutional business players of the sector from Croatia. In the afternoon of 13th May 2013 the last training session of the project took place, which was addressed to producers from the counties of Split and Dubrovnik and followed the training activity of 15th April in Osijek. The project is undoubtedly a first and important collaboration between the Italian office of Unioncamere and the AIC Forum, which gives reason for hope also for the future in view of further possible actions of international cooperation that should be launched with the support of the Italian Ministry for Economic Development.

B2B - Adriatic Economic Cluster Club

B2B meetings for entrepreneurs within the framework of the “ORC World International Championship” (Ancona - Italy, 25th June 2013)

(Project co-financed by the IPA CBC Programme)



On 25th June 2013 Ancona was held the venue of the 3rd edition of B2B and B2Credit meetings organized within the context of the “Adriatic Economic Cluster Club” project, which is co-financed under the Adriatic IPA - CBC Cross-border Cooperation Programme. The initiative, within the framework of the ORC World International Championship 2013, has seen the participation of about 70 companies for a total of more than 160 meetings. The event, which is open to businesses from the nautical sector and the related supply chain, offers the opportunity to get to know other companies of the Adriatic and Ionian area in the same sector with the aim of presenting and learning about new products and services, exploring new business opportunities, as well as finding partners for joint ventures and innovation projects. The Ancona Chamber of Commerce, which organized the event, has always shared the project activities with the AIC Forum network of chambers of commerce, also due to the fact that the project partners include chambers of commerce member to the AIC Forum, like Unioncamere Veneto (lead part-

ner), the Chambers of Commerce of Campobasso and Brindisi, the Chamber of the Economy of Rijeka (HR) and the Chamber of Commerce and Industry of Tirana (ALB). Beside the BtoB meetings, the project has made possible parallel activities such as: the meeting of 21 June entitled “Marche Region and nautical tourism: a supply system for international markets”; the setting a dedicated stand, that has been open for the duration of the event Orc of Ancona, in which it was possible for visitors get information about other activities already undertaken or planned within the project. Moreover gadgets and promotional materials were available, as well as finally the landing in the Port of Ancona historic boat “Trabaccolo - New triumph” used to raise public awareness on the issue of cultural boating even through the spectacle of traditional ethnic music and popular music band “Galere di Fiandre di Siria” held on the 24th of June at the Loggia dei Mercanti due to adverse weather conditions. The AIC Forum guarantees the maximum degree of dissemination of the project activities through its official communication channels.



End of TechTour Project

Project final meeting (Venice - Italy, 29th April 2013)

Project co-financed with the Programme: "Trans-national Cooperation Projects on European Cultural Routes" Call for proposals 23/g/ENT/CIP/11/BN02S008 European Commission – Enterprise and Industry Directorate General

On Monday 29th April 2013, Venice hosted the final meeting of the Tech-Tour meeting (Technology and Tourism - augmented reality for the promotion of the Roman and Byzantine itineraries SI2.ACGRACE048120200), which was financed by the European Commission within the framework of the Framework Programme for Competitiveness and Innovation CIP 2007-2013 and coordinated by Unioncamere Veneto with the collaboration of Serb, Italian, Croatian and Slovenian partners. The final event focused on "Technology and tourism: augmented reality for the promotion of Roman and Byzantine itineraries" and was organized around three working groups. The first working group focused on the results of the Tech-Tour project and the synergies with the Programme on European Cultural Routes of the Council of Europe. The second working group dealt with the interaction between tourism, culture and new technologies at the service of tourists. The third working group focused on the tourist promotion of the cultural routes conceived within the project. In the afternoon, at the multimedia exhibition centre CEMA in Noventa di Piave, which offers the possibility of paying virtual visits to some museums and archaeological sites of the Veneto region, the group had the chance to interact with the Tech-Tour panel through tablets and smart phones and to test the way it actually works. The one-year long project enabled the creation of two

tourist pathways dedicated to Roman and Byzantine routes through an application for mobile devices with augmented reality that makes it possible to experience 3D reconstructions, animations and additional multimedia information on the places that can be visited along the itineraries. In particular, the project provided for high-quality information, interactive and multimedia panels and the creation of an application for tablets and smart phones that virtually guide tourists in their interaction with archaeological sites. A first route departs from Adria, moves through the ancient towns of Altino and Concordia Sagittaria to then continue to Central Europe and the Balkans. A second route originates in Ravenna, goes back over Byzantine history and then reaches the Venetian, Istrian and Dalmatian coasts. Tourists are offered the possibility to go back over the two itineraries and physically or virtually visit monuments, museums and archaeological sites. The application is available for Android and AppStore devices and can be downloaded for free. Project partners include: for Italy, the Veneto Region (Tourism Directorate), the Marco Polo System GEIE, the Aquileia Foundation and the AIC Forum, which worked together with partners from Serbia (Centre for Urban Development and LiveViewStudio), Slovenia (City Museum and Chamber of Commerce of Ljubljana) and Croatia (City of Rijeka, Archaeological Museum of Istria and City of Rovinj). For more information: www.techcooltour.com/en



Kick-off WellFood Project

(Forlì - Italy,
9th-10th-11th April 2013)

Project co-financed by the IPA CBC Programme

On 9th-10th-11th April 2013 the town of Forlì hosted the kick-off meeting of the WELLFOOD project, which was started upon the initiative of the Province of Forlì-Cesena as lead partner and involves partners coming from Albania, Bosnia-Herzegovina, Greece, Italy, Montenegro, Serbia and Slovenia. The kick-off meeting saw the participation of all project partners, who will be called upon to strengthen innovation in the agricultural and food sector in the Adriatic area in the next two years, thereby stimulating the relation between enterprises, innovation centres and consumers. Serving as associate partner to the project, the AIC Forum ensures large visibility of its activities among its member chambers and actively participates in project meetings.

Workgroup on UE Project Management

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15th Adriatic-Ionian Council

The 15th Adriatic-Ionian Council, i.e. the meeting of the Ministers for Foreign Affairs of the eight countries member to the Adriatic-Ionian Initiative (All), met in Brussels on 27th May 2013. The event ended with the adoption of the "Brussels Declaration", which confirmed the strong commitment of the eight All Governments to approve the European Strategy for the Adriatic-Ionian Macregion and satisfactorily highlighted the reinforcement of the cooperation between the All Permanent Secretariat and the three forums (Forum of the Chambers of Commerce of the Adriatic and Ionian Area, Forum of Adriatic and Ionian Cities and Towns, Uniadriion university network) representing the civil society. This important recognition is the first tangible result of the engagement and common efforts by all member chambers of the "Declaration of intentions for the Integrated Adriatic-Ionian Secretariat", which was also mentioned by the Italian Deputy-Minister for Foreign Affairs Marta Dassù in Brussels, that was approved by the Board of Governors and signed in Medugorje on 16th May last on the occasion of the AIC Forum annual edition with the aim of bringing the AIC Forum voice and experience to all European institutions and to the governments of the All countries during the preparation and implementation stage of the Macregion Strategy. Such an explicit and solemn recognition confers the AIC with new responsibilities, especially in a moment like the current one when civil societies and all other players involved in the macro-regional process are asked to prove their project management and propositional capacities in offering useful contributions, so that the future Action Plan fully meets the expectations and needs expressed by Adriatic-Ionian territories, which can from now on have a say in Europe through the Forum of the Chambers of Commerce of the Adriatic and Ionian Area. The event marked the conclusion of the Slovenian EU Presidency and the beginning of the Albanian Presidency of the Adriatic-Ionian Initiative from 1st June 2013 that will receive full support by the Italian Government in its pathway towards the creation of the Adriatic-Ionian Macregion, as confirmed by Deputy-Minister Marta Dassù.

MONTENEGRO:

ACCESSION NEGOTIATION: CLOSED THE CHAPTER ON EDUCATION AND CULTURE

On 15 April, the European Union opened and provisionally closed the accession chapter (26) on education and culture, with Montenegro, during the first meeting of the accession conference. The European Parliament hailed the opening of EU accession negotiations with Montenegro in June.

The high Representative of the EU for Foreign Affairs and Security Policy, Catherine Ashton expressed great satisfaction with the results achieved and encouraged Montenegro to proceed at a steady pace. Ashton added that Montenegro's achievements so far have raised the EU's expectations and she said she is confident that the Country can deliver the necessary reforms, among which the fight against corruption, against conflicts of interest, the informal economy and organised crime. On 16 May, the Commissioner for Enlargement and European Neighbourhood Policy Stefan Füle said "Although the accession negotiations, including the screening process, are progressing well, it is important to maintain 'momentum on the implementation of the necessary reforms'. He added that the 'progress must be combined with efforts by all stakeholders in the country to strengthen the trust in public institutions'.

ALBANIA:

CRUCIAL PARLIAMENTARY ELECTIONS

After the Parliamentary elections in Albania on 23rd of June, The high Representative of the EU for Foreign

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Affairs and Security Policy, Catherine Ashton and the Commissioner for Enlargement and European Neighbourhood Policy Stefan Füle requested political parties "to act constructively" in the interest of the Albanian people. "After the certification of the result, we encourage the creation of the new government in time to address the immediate challenges to ensure that the agenda of reforms in the country has been followed energetically and the process of European integration to win its impetus" says the joint statement.

CROAZIA:

OFFICIAL ENTRY INTO EU

On 10th June, Commissioner for Enlargement and European Neighbourhood Policy Stefan Füle stated the official entry of Croatia into the EU subsequently to the last ratifications of Denmark and Germany.

The European Parliament calls on the Croatian government and parliament to resolve all outstanding issues and to improve its judicial system and to pursue its fight against corruption. MEPs also call on the authorities to stay watchful on ensuring full respect for human rights and to fight against all forms of discrimination and intolerance against minorities.

The Parliament wants the authorities to promote freedom of expression, including the freedom and pluralism of the media. MEPs urge Croatia to continue its structural reforms, to preserve the stability of its banking sector and to continue its policy of budgetary consolidation. Also the European Council expressed satisfaction into the entrance of Croatia and hopes in an active and positive role in regional cooperation in the Western Balkans.

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