



FORUM

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Dhoma e Tregtisë dhe Industrisë Durrës
Durres Chamber of Commerce and Industry

“Doing business in the new Adriatic and Ionian Region: new development policies for SMEs and contextual elements”, this was the theme chosen for the 15th Edition of the AIC Forum which took place from 11th to 13th May in Durres, Albania. It aims to tackle issues common to SMEs in the Area but above all to make the most of the opportunities offered by the new and exciting context of the Adriatic Ionian Region.

This direction was followed during both the plenary session and in the thematic Workgroups which examined in depth and focused the attention on the importance of cluster policies, defined by the European Commission as “powerful engines of economic development and drivers of innovation in the European Union”.

Groups of connected economic operators, geographically close institutions and businesses that have reached a sufficient level of excellence to promote experience, services, resources, and specialised expertise.

These are the groupings of excellence that Europe aims to foster, not just at local level but also at a wider transnational level where clusters could incentive competition, entrepreneurship and the SMEs international activities.

The acknowledgement of the Adriatic Ionian Area as a Macroregion is the

testimony of an existing integrated development model and of its operative potential. It makes the development of the innovative clusters across the board to all four reference pillars of the EU Strategy for the Adriatic and Ionian Region (EUSAIR) - Blue Growth, Connecting the Region, Environmental Quality and Sustainable Tourism - a plausible possibility. According to the EUSAIR strategy Action Plan, common efforts should be mainly directed towards cooperation between research centres, public administrations and private sector in order to make the best use of the advantages originated from the clustering process of specific production spheres that can ensure greater territory and businesses development.

In the course of the work, attempts were made to define and gather together concrete actions to be developed over the coming months including with the intervention of the Group of EU project management, specially established in 2010 in order to direct project ideas and partnerships arising within the network of Chambers of commerce in the schemes of project proposals able to be submitted for European calls

Also this year more than two hundred delegates attended the event including representatives of European institutions, national bodies, local authorities, and networks from the Adriatic-Ionian Area.

NEWSLETTER

3/2015

Plenary Session



Institutional Greeting

This year the Edition has been concentrated in a single working day in which the plenary session and the meetings of the Workgroups were held. The 15th Forum opened with a welcoming address from the President of the AIC Forum Rodolfo Giampieri who underlined the importance of concentrating efforts on SMEs and on developing clusters in the Adriatic Ionian Area. In this regard two recent projects on the theme of clusters were mentioned, under the European territorial cooperation programmes, in which the Adriatic-Ionian Area Chamber of Commerce System was involved. In particular: the ITAC project - Innovation Technology for Adriatic Competitiveness, set up in 2006 as part of the Interreg III A programme which aimed to establish new forms of cross-border collaboration between SMEs and research centres as well as to transfer the technology. The second project is the Adriatic Economic Cluster Club, created under the IPA 2007-2013 Programme with the aim of developing clusters with special reference to the nautical and shipbuilding industries. Afterwards, the President of the Chamber of Commerce of Durres, Andrea Xhavera, after a brief welcome on behalf of the chamber in its capacity as host organisation and co-organiser of the Event, shared with all those present

the general overview of the Country's situation, making special mention of all the reference sectors for the individual thematic Workgroups, which would then meet up in the afternoon. The Ambassador of the permanent secretariat of the Adriatic-Ionian Initiative, Fabio Pigliapoco, not physically present as he was engaged in the 18th meeting of the Adriatic and Ionian Council in Brussels - where the Brussels Declaration was signed on 13 May 2015 – sent a video greeting to the delegates in which also included a brief overview of the essential need for a union between the Ministers and stakeholders of the Macroregion. The same view was also partly shared in the following speech of Mr. Fabio Burlizzi as a representative of the Union of Italian Chambers of Commerce, who spoke on behalf of the President Ferruccio Dardanello.

AI Region and SMEs territories: new strategies and tools for development

The first part of the plenary session saw the intervention of Mr. Baskhim Sykja representative of Ministry of Economic Development, Trade, Tourism and Entrepreneurship who spoke in depth on the critical elements and new challenges for the Albanian economy as a potential candidate country in the European Union and in the new macroregional scenario. The next speech held by the Secretary General of the AIC Forum, Michele De Vita, started with the contribution given by the Adriatic-Ionian Area Chamber of Commerce System (Position paper) to the EUSAIR consultation for the Action Plan. Mr. De Vita emphasised the necessity to strengthen the economic and social cohesion factors of the Adriatic Ionian Area through policies for SMEs which take into consideration the innovative and competitive supply chains and globalisation, on the bases of the European Commission's Small Business Act. In addition he focused the attention on the contextual elements which, transversely and indirectly, can have an affect on the economy and business, by describing some improving actions which will be part of the new reference document of the AIC Forum. It was drafted to provide a concrete contribution to the new implementation phase of the EUSAIR strategy as part of the new macroregional Governance. Mr. De vita then focused on the need to direct the efforts and proposals of the three Fora of the Adriatic and

Ionian Area together with the Adriatic-Ionian initiative, working together with a single integrated Secretariat (as ratified in the agreement signed during the 13th Forum Edition in Medjugorje in 2013). This step would, thereby represent the expression of a more intense union of the civil societies' representations and of a greater critical mass, as well as demonstrating considerable advantages in terms of rationalising costs and giving more weight to the Workgroups which will be restructured and brought more in line with the pillars of the EUSAIR strategy. It was then the turn of Mrs. Ida Simonella, the new Secretary General of the Forum of the Adriatic and Ionian Cities, who reaffirm the importance of the integrated work among the Fora and showed the final video of the "Youth Games of the Adriatic-Ionian Macroregion". The event took place last year in Ancona with the participation of around 1000 young people, from the cities of the Area's Countries, who were involved in several sports activities. The Youth Games are an example of a concrete project achieved thanks to the networks' efforts. This pioneer initiative has been so successful to consider young people the target on which to direct future activities, also by the European funds requested under the Erasmus + Programme. If this project proposal will be approved the second Youth Games Edition will be organized, with the further involvement of youngsters from the other two existing Macroregion: from the Baltic Sea and of the Danube.

Cluster policies in support of the AI Region's SMEs

The second part of the Plenary session focused entirely on the cluster policies. The first speaker, Flabio Burlizzi, of the Brussels headquarters of the Union of Italian Chambers of Commerce, in view of the ongoing relationship with the European Commission, presented the report of Cinzia De Marzo of DG Grow due to her delay for reasons of force majeure. The speech introduced the definition of a cluster and the statistics referring to their presence and development in Europe. Then an examination of the new policies of the European Union on the specific theme was illustrated and lastly the European reference programmes (i.e. Horizon 2020). Luca Penna, the Director of the Pordenone Chamber of Commerce Special Agency, subsequently illustrated the different types of cluster. In its presentation he illustrated

the so-called typically industrial districts, to technological clusters in the Hi-tech sector which not only see the involvement of businesses but also universities and organisations specialising in technology research and transfer. It explained the creative clusters representing a union between creativity and innovation technology and the cultural clusters right up to the Living lab type. The Living Lab is an "open innovation environment, in real life situations, in which the active involvement of the end users makes it possible to create pathways for the co-creation of new services, products and social infrastructures". Open innovation above all helps SMEs to adapt to multiple forms of innovation that is internal and external to the business encouraging involvement in transparent and collaborative processes and being in step with ICT technologies. Moreover, the importance of the "end-users" has been stressed, those involved in the actual development phase of a new product allowing modifications to be made as the work progresses, granting them the same importance as the other innovation stakeholders. Director Penna then discussed about cluster policies, such as the Smart Specialization Strategy (S3), which is still given little consideration in the Adriatic Ionian Macroregion Area, highlighting its diffusion at country regional level as well as sector level. He concluded his speech with an analysis of the obstacles and opportunities of clusters in the macroregional Area which include, among others, the implementation of a monitoring exercise on the phenomenon given the lack of data on this Area, and the qualification of clusters with an exchange of best practices especially with countries where they are more developed and where managerial structures also exist.



On precisely this point, in the last intervention, Marie-Noelle Dick coordinator of the "software.brussels" cluster wished to provide a testimony to her experience of clusters in growth precisely to emphasise the fact that important and positive effects can be obtained when the cluster concept is correctly implemented. This initiative brings together more than 150 software companies with

high growth potential, government and privately-backed organisations, experts, universities and research institutes working in the Brussels software industry. The aim is to support the companies in the cluster through the provision of a variety of services such as: a business-oriented platform, where members can share knowledge and good practices; the creation of opportunities to promote local and international partnerships in which the members can at the same time find concrete answers to their business needs as well as to the technological challenges. Besides these services, there are many advantages for the enterprises that are part of the cluster, such as training, information on policies and funding for their sector, visibility, the ease of networking and generating business. The plenary session therefore concluded with the input to continue along the development path towards the creation of new clusters in the Adriatic-Ionian Area and the reinforcement of those that already exist, following the examples of more advanced existing models.

Workgroups

The meetings of the working groups were held in the afternoon of May 12. The final documents were presented the day after during the Assembly.

Workgroup on Women Entrepreneurship

The Workgroup on Women Entrepreneurship has had a generous turnout: 40 women entrepreneurs and other professionals from the entire Adriatic and Ionian Area. Following the speakers' presentations focused on the topic "Clusters and networking in women entrepreneurship. Best practices and new opportunities in the new Adriatic Ionian Region context" and a long and fruitful debate, which hence brought about a common desire to raise awareness and recognition regarding women entrepreneurs, some conclusions have been drawn. The next venue for the 9th Congress on Women's entrepreneurship, that will be held in Udine, will focus on clusters in order to better deal with the theme, to strengthen the competitive power and the capability to overtake the administrative difficulties and the cultural preconceived. The aim is to identify concrete project proposals.

The commitment to improve the static data survey has to be intense. For this reason the exchange of know-how in methodology of collection and analysis of quarterly data on women owned enterprises will be carried out between Italian Unioncamere and the Countries where the constant and reliable monitoring doesn't even exist. Effectively, specific development activities can only be planned through reliable and truthful sources.

Workgroup on Fisheries and Aquaculture



Also the Workgroup on Fisheries and Aquaculture has focused on "Clusters as efficient tools for competitiveness' reinforcement of fishing and aquaculture sector" along with the 1st Pillar of the EUSAIR Action Plan "Blue growth", that is focused on fisheries and cluster development. Given the heterogeneity of cluster policies from country to country, it is necessary to outline a policy for optimal clustering, especially in the regional level. For this purpose, in order to understand the common interests of the enterprises, the Workgroup proposes to organize a public initiative by involving partners, who would benefit from the exchange of expert advice where there are gaps in specific skills. It is necessary therefore to improve the cluster management (where it exists) in order to provide quality services to the enterprises involved and to increase their innovative capacity. Moreover the creation of cluster activities at macroregional level to overcome the lack of specialized infrastructures in ports not suitable for the fisheries sector (in Albania and Montenegro). Dissemination of specific information on European Maritime and Fisheries Fund (EAF) to non-EU countries in particular with reference to the FLAG (fisheries, local action groups) which manage the funds of the fourth pillar of the EMFF. All these issues together with specific digression on niche thematic, as the cultivation of shells in aquaculture, will be directed to project proposals under European funds of specific Programmes.

Workgroup on Agriculture

"Rural development and sustainable agriculture" has been the working theme of the Agriculture Workgroup; in particular it has been characterized by a specific in-depth analysis on the biological agriculture as it is considered a trade niche in the Adriatic and Ionian Area. The Workgroup intends to increase the quality of products through the organization of training courses and workshops on the production of quality products common to the countries in the Adriatic and Ionian Region. Given the complexity of the agricultural sector and its importance in Adriatic Ionian Area, the Workgroup is intended to organize an international scientific conference on clusters in agriculture, especially on biological products of the Area that have comparative advantages in cultivation. The event "3 Fora of the Area" (AIC Forum, Forum of the City and Uniadriion). The aim is to promote agriculture in the Region through the exchange of know-how and transfer of knowledge and ideas. Concrete results and project ideas related to the clusters on biological products as well as the networking opportunity with the operators within the sector are expected for this initiative.

Workgroup on Transports

The Workgroup on Transports this year was formed by numerous presentations mainly from Albania, Italy and Greece, and it was focused on the theme "Maritime Traffics among the ports of the Adriatic and Ionian Region". Following the analysis based on the participants' reports concerning the current situation of passengers, goods and containers maritime traffic as well as the cruise sector in the economic crisis context, several facts were discussed and some conclusive considerations were drawn. In 2014 a decrease of goods traffic trend has been registered. Despite the fact that passengers and cruisers are the segment with the worst performance, the cruisers represent an important opportunity of growth for ports and for their tourism attractions and it is necessary keep developing this sector. Intermodality is always a primary element for the growth of ports and its relative region. In particular it is in the course of the Workgroup that the Port of Ancona was mentioned for its strategic position referring to the ferry traffic with the Balkans and Greece thanks especially to its intermodality for both

freight and passengers. Moreover, it was underlined that the Port of Ancona is a strategic multipurpose port as it is in the Scandinavian Mediterranean corridor. In the Adriatic and Ionian Area there are growing ports which are still not making full use of their potential and need to realise and follow new tendencies and the economic reality. The Albanian ports are a vivid example. According to the Institute of Transport Albania is trying to improve ports infrastructures in order to reach the European standards required.

Workgroups on Tourism and Environment



Numerous participants in the joint Workgroup on Tourism and Environment have this year focused on the topic "Networking for a cultural and sustainable tourism". Based on a careful analysis of the priority actions identified for the operational phase of the specific Thematic Steering Group (TSG), for each pillar, the Workgroup intends to act in synergy with the regional and county authorities in order to allow a governance system in the strategic sector of sustainable tourism. This in order to identify coordinated project proposals and to achieve the maximum programmatic integration between regional funds ORP ERDF 2014/2020, the macroregional perspective and priorities of each pillar of the EUSAIR TSG. As a consequence of this, it is necessary to act in synergy in order to disclose the brand Adrion at every territorial level (local institutions, trade associations, government agencies, schools, tour operators, etc.) in view of promotional and joint planning initiatives that could enhance the tourism offer through three pillars: accessibility, sustainability and quality. The Workgroup paid also attention to value the cultural heritage of the Area by favouring the creation of start-up and training of new creative entrepreneurs in this strategic field. Not least, regarding the sea and coastline protection, the Workgroup aims to pay special attention in training activities both in the tourism (also creative and cultural) and environmental contexts.

Workgroup on UE Project Management

The Group on EU project management, based on the commitment made during the Forum edition of 2014 in

Corfu, which was also confirmed during the meeting held in Zagreb last March 13, considers appropriate to enable new tools to facilitate networking and building partnerships among members and non members of the Forum AIC. For this purpose a geo-referenced platform will be created, within the official website of the Forum AIC, where a summary profile of each Chamber of Commerce will be included by describing the know-how and their experience regarding the European projects sector. It will be available on-line. In order to predispose operational project proposals, to be developed and financed under the opportunities given by the European Programmes, the Group on EU Management recommends a review of the activities and functioning of the AIC Forum thematic Workgroups. The hope, therefore, is that both the Presidents and the Secretariats of the Workgroups will make further efforts in order to suggest project proposals to the Group. A template form will be prepared and sent to the Secretariats representatives in order to simplify the collection of the operational and sustainable project ideas. Moreover, the Group is agreed to start a joint action of lobbying through the Chamber of Commerce System in the new context of the macroregional governance. The preparation of the document entitled "EUSAIR - Moving from consultation to actions - A selection of project proposals for the Adriatic and Ionian social and economic development and competitiveness - The AIC Forum contribution to the EUSAIR Stakeholders Platform" has been positively assessed. It is meant to be a summary document of coordination regarding the European project planning of the AIC Forum to be used in all relevant contexts where the presence of the Chamber of Commerce System will be required as part of the Stakeholders Platform of the EUSAIR Governance. For this purpose a questionnaire will be sent to the members of the Group so that they will be able to identify their own priority topics and project proposals to be included in the document. More specifically these proposals should be elaborated and implemented according to the upcoming European Programme calls. Hence the Group on the EU Project management considered worthwhile to concentrate the combined efforts in a few but significant project proposals to be implemented by the Chamber of Commerce System. This joint operational commitment is additional to the actions of coordination and planning which every associated Chamber of the AIC Forum may carry out autonomously over the years by optimizing the established relationships within the Group.

International Court of the Adriatic and Ionian Area



During the meeting of the International Court of the Adriatic and Ionian Area the commitment was expressed by each component to draft a document providing an updated overview of the commercial exchanges as well as to use the arbitration and more generally the Alternative Dispute Resolution (ADR) instruments. The purpose is to verify the main critical areas that businesses have to tackle today in the Area in terms of international trade exchanges, verifying whether and how the Court can intervene to help and support them. This is all with a view that in future years the Court may also become a channel for the diffusion of scientifically qualified information on the topic of ADR, the result of a careful activity of recognition of the statutory, juridical and doctrinal sources and existing practices in all countries of the Area starting with our own. It means that the Court could also act as a coordination centre for training and information activities on the subject of ADR in the Area. The Court voted to offer itself in future as the point of contact among the Chambers of commerce on alternative disputes resolution, including for presenting joint projects and therefore asks to be promoted among the Forum's members.

Confirmation of the President Giampieri

On 13th May 2015, following the meeting of the bodies of the AIC Forum, the Board of Auditors and Ordinary Assembly, the 15th Edition concluded with the confirmation of President Rodolfo Giampieri at the helm of the Forum of the Adriatic and Ionian Chambers of Commerce for the next two years, with also the President of the Chamber of Economy of Montenegro, Velimir Mijušković as Vice-president of the Forum and the same members of the Governing body also being confirmed. During the meeting an act of significant support was also shown to the Greek Chamber of Commerce system and, more generally, to the entire Chamber of Commerce system of the Adriatic-Ionian Area because of the difficult times all countries in the whole Area are facing, by the reading of a document presented by the President of the Greek Agrinio Chamber of Commerce, Mr Panagiotis Tschritzis.



XVIII Adriatic and Ionian Council (Brussels, 13th May 2015)

On 13th May 2015 in Brussels, the annual ministerial meeting of the Adriatic and Ionian Council was held under the pro-tempore Presidency of Bosnia-Herzegovina. A Declaration was issued regarding several aspects of the intergovernmental cooperation of the Eight and of the EUSAIR strategy (EU Strategy for the Adriatic and Ionian Region). The "Brussels Declaration", discussed with all Senior Officials of the Adriatic Ionian initiative, was drafted and approved by the Ministers and the Commission taking part in the meeting. The Permanent Secretariat of the IAI (Adriatic-Ionian Initiative) is also circulating the Declaration to the national coordinators, members of the EUSAIR governing board, members of the TSGs – (Thematic Steering Groups) and representatives of the Fora of civil societies drawing their attention to the matters of interest to them. The attention of the members of the TSGs has to be focused in particular to the paragraph on restructuring the IAI Round Tables (the text specifically states "ENDORSE the decision made by the AII Committee of Senior Officials to overhaul AII Round Tables, transforming them into an auxiliary tool at the disposal of the EUSAIR Thematic Steering Groups, and INVITE TSGs to make the best use of this instrument"). As regards the representatives of the Fora of civil societies, their attention should be focussed on the paragraph that underlines the importance of the role played during the preparatory phase of the EUSAIR strategy and on the expectation that they will also continue to contribute to the strategy during its implementation period (the declaration textually cites: "ENCOURAGE the Permanent Secretariat to deepen the already existing close cooperation with the Adriatic and Ionian Fora of civil societies in the framework of the "Integrated Secretariat", convinced that the role of civil society – precious in the phase of preparation of the Strategy - needs to be maintained and, if possible, reinforced during the implementation phase of EUSAIR").



Adrion to Expo Venice 2015

Assonautica promotes the Adrion brand and provides exhibition space in the Aquae pavillon, Venice



A great opportunity for promotion and visibility is offered by Assonautica (the National Association of recreational boating), the non-profit national association established by Italian Unioncamere to the purpose of promoting and developing yachting and Marine Economy. Moreover it is also a member of the AIC Forum.

The opportunity concerns the full availability in the "AQUAE" pavilion at EXPO 2015, acquired through a competition won through the "VES Venice Ecomuseum System" project in collaboration with the Biennale and Fispmed – an exhibition area of 64 m2 that can be used by the AIC Forum and by all interested members.

In addition to the EXPO TO VENICE project, Assonautica Italiana has launched the project "Adrion to Expo Venice". The project, supported and funded by the BIT – International Tourism Exchange in Milan, was devised with the intention of restoring to the Adriatic Sea its role as a connection and union for the territories in the Area from an international perspective and to promote it as a Mediterranean platform for new tourism, new trade and new development.

ADRION TO AQUAE VENICE 2015 is a crossing made up of 11 stages during which a prestigious yacht will be transformed into an authentic Promotional Platform for making the most of the great cultural, handicrafts and food and wine heritage of the Adriatic Sea, through the organisation of events, meetings, tastings, show cooking on board, exhi-

bitions and displays using the "umbrella" brand of the AIC Forum, Adrion. Besides the of a "willingness to join together" the Adrion trademark supports businesses in the development of tourism, especially in areas where growth is still weak. A route has been charted that as well as being historic, is today at the same time commercial, tourist and cultural: "the ancient Adriatic salt route". Each of these territories will then be re-launched and promoted with further events during the six-month period that Assonautica is present in the Aquae Pavilion. The Italian side has been fully navigated, with a crew of expert sailors and professional bloggers on board, calling in at various cities in the regions of Puglia, Molise, Abruzzo, Marche and Emilia Romagna until finally arriving in Venice on 26 April, a few days before the official opening of EXPO 2015. At the end of the exhibition period, in October, the boat will set off again sailing along the entire eastern coast of the Adriatic Ionian area, finally arriving in Greece. The AIC Forum will be present in the pavilion on 11 September 2015 at an event dedicated to the Blue Economy "Marine economies in the Adriatic-Ionian Macroregion" which will see the launch of the first EGTC (European Grouping of Territorial Cooperation) Ark Adrion on maritime themes. Members are invited to take part in this event and to seize this important opportunity to promote - free of charge - activities, projects and their own territories. Any members interested and for further information please contact the Secretariat of the Forum.



Adriatic Innovative Factory



An initial important moment of promotion, networking and planning on the subject of cultural and creative enterprise in the macroregional area was undertaken within the international framework of the 15th AIC Forum in Durres when two representatives of the DCE office of the Ancona Chamber of Commerce were invited to present the Project "Adriatic Innovative Factory" in front of an audience coming from the 8 countries of the Adriatic Ionian Macroregion. The presentation took place in the Workgroup on Tourism and during a meeting organized among the representatives of AIC Forum Workgroup on Eu project management. The first event focused the attention on the project's Axis 1 which envisages the setting up of an incubator for cultural and creative businesses (**E-Capital Culture Adriatic Start-up School**) at the prestigious Mole Vanvitelliana placed in Ancona. The first call was published on 15th June and it is expected the participation of 40 students from the 8 countries of the Macroregion, selected on the basis of their entrepreneurial ideas. The announcement was greeted with great enthusiasm and attention by those who took part in the Workgroup and many of them asked for further information and leaflets. The second event organised by representatives of the Group of EU project management, led by Mr. Davide Frulla, was also a great success. It was focused especially on Axis 2 of the project in order to try to create networking and to encourage the collaboration between agencies and organisations from the Adriatic Ionian Area in view of new projects to be shared within cultural and creative context.

MedDiet in Durres



*(co-funded by the Programme
ENPI MED CBC)*

In the light of the success achieved last year in Corfu on the occasion of the 1st International Capitalization Meeting of the MedDiet project that took place during the 2014 Edition of the AIC Forum, this year too at the 15th Edition held in Durres (Albania), the Agriculture Workgroup once more dealt with the subject of the importance of the Mediterranean Diet in the Adriatic-Ionian Macroregion area as well. Besides the distribution of informative material, for the occasions a roll up was also produced stating the key concepts and messages of the MedDiet project including, just like last year in Corfu, an explicit appeal to sign the MedDiet Declaration ("Sign the MedDiet Declaration for the promotion and safeguarding of the Mediterranean Diet also in the Adriatic and Ionian Region!!!"). The project continues to enjoy great success, not only in the Marche Region, where the local Ancona Chamber of Commerce has set up an official MedDiet Infopoint, but also in other territories through the efforts of the Chambers of Commerce belonging to the AIC Forum. In particular, in Durres keen interest was shown in the initiative and requests were made by the Campobasso Chamber of Commerce (Molise, Italy) and the representative of the national Chamber of Serbia for the MedDiet toolkit to be sent to schools, local authorities and also the material referring to the MedDiet Quality Label for restaurants. The joint efforts of the AIC Forum and the Ancona Chamber of Commerce

(the latter in its capacity as MedDiet Info point) was then further reinforced with the "Tipicità In Blu" (Blue typicalities) initiative held over three days (29, 30, 31 May 2015) in Ancona. This was an event of great impact on the civil society with moments of in-depth discussion, displays, exhibitions, referring to the Blue Economy and to the Adriatic-Ionian Macroregion with considerable space dedicated to workshops on wellness and healthy living. In particular, Saturday 30 May, the presentation seminar by the MedDiet Info Point of the Ancona Chamber of Commerce was held in the widest context of the initiative promoted in conjunction with Biomedfood (a spin off of the Polytechnic University of the Marche region) entitled: "Basic principles for a healthy diet: Mediterranean Diet and fashion diets". During the course of the morning especially, MedDiet gadgets were distributed (shoppers, caps, pencils, oven gloves and T-shirts) to pupils from junior and middle schools of the Marche Region, within the framework of the initiative "Rules for healthy eating, the importance of the food pyramid and product seasonality" which provided for teaching workshops especially for children. These workshops also made use of the teaching materials created in support of the MedDiet project, as well as the two MedDiet guidelines for local government and for schools being distributed to teachers and to local authorities. The informative material and an initial orientation will continue to be provided at the MedDiet Info Point located in the Economic Development Area of the Ancona Chamber of Commerce.