

Launch Conference of the EUSAIR Strategy

The Italian Presidency launches the Strategy after the approval of the Council of October



European Council in Brussels

On 18 November 2014 in Brussels the Conference to launch the Strategy for the Adriatic-Ionian Macroregion will take place, organised by the Italian Presidency of the Council of the European Union in collaboration with the European Commission, the Adriatic-Ionian Initiative and the Marche Region, the latter heading up the Intergroup Adriatic Ionian Committee of the Regions.

In the wake of the European Commission's publication of the official Communication of the Strategy accompanied by the Action Plan last June 18th. The strategy was endorsed by the European Council on the 23rd October.

The Conference seeks to unite the

leading players of the EUSAIR Strategy to create an operational framework for its implementation.

This important initiative is addressed to:

- the national and regional authorities responsible for the implementation of the Strategy and for the management of EU funds;
- the European institutions (Commission, Council, European Parliament, Committee of the Regions, Economic and Social Committee);
- the organisations and regional entities involved.

The AIC Forum will be represented by President Rodolfo Giampieri who will take part in the Conference, however all the other Chambers members may participate freely.

Adriatic Transnational Cooperation Programme

Programme Presentation
2014-2020



Last September 3, the Marche Region hosted an initial encounter between potential Italian stakeholders of the new Transnational Cooperation Programme devoted to the Area of the Adriatic-Ionian Macroregion for the period 2014-2020.

This initiative was then replicated two days later, on September 5, in Spalato, for the Western Balkans Area.

This was not a Programme information day, as such, since many legal and administrative aspects characterising its operation are currently being defined, but was instead an opportunity for discussion and analysis of the possible substance of future investment priorities (IP) which will be the basis for the structuring of the Programme itself in light of the publication of the first calls for tender.

In line with the Thematic Objectives of the new European Structural and Investment Funds scheduling for 2014-2020, the new programme for the Adriatic-Ionian Area will be called upon to promote a concentration of resources on key themes for the entire Basin, with particular reference to those contained in the Pillars of the EUSAIR Strategy.

Through an open and proactive method of encounter between those present (working groups divided by macro-themes: "Innovative and Smart Region", "Sustainable Region" and "Connected Region"), many issues emerged related to themes of significant interest whose planning can be converged, to the procedures for establishing partnerships, to co-financing and (follows at pag 2)



Eligible candidate area - Transnational cooperation programme 2014-2020



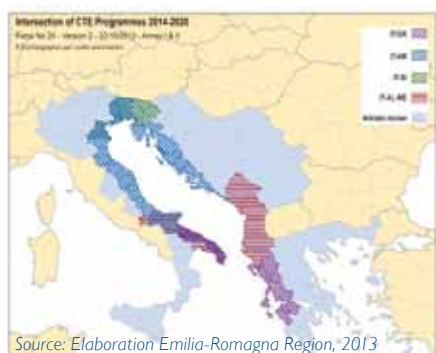
other topics still being defined, in relation to which the stakeholders and target groups have been asked to contribute.

The meeting, sponsored by the Marche Region - the principal local entity engaged in the process of setting up the Adriatic-Ionian Macroregion - saw the participation of a number of representatives of the Region of Emilia-Romagna (Ms. Silvia Grandi and Mr. Ludovico Gherardi) as the Management Authority, and of a number of consultants from the technical assistance task force.

The participants included a contact person for the AIC Forum as well as other parties representing chambers of commerce associated with the AIC Forum (e.g. Unioncamere Veneto, Chamber of Commerce of Campobasso).

Productive work was accomplished. Many topics of interest emerged which the Management Authority will take due consideration of during this phase of detailed definition of the operating documents of the new Programme being launched. Based on what has emerged here, the next stages involve the final approval of the Programme's Operational Plan by the end of 2014, the launch of the Programme envisaged for the beginning of 2015, and the publication of the first calls for tender by the second quarter of the same year.

Cross-border cooperation Programmes



Source: Elaboration Emilia-Romagna Region, 2013

Master in European Integration

Higher Education for the Adriatic-Ionian Macroregion



At the recent Council of the Economics Faculty "Giorgio Fua" of the Polytechnic University of the Marche, held last June 24, 2014, the Department of Economic and Social Sciences approved the establishment of the second level International Master's Degree in "European Integration in the Adriatic-Ionian Macroregion". The Master's Degree is one of the permanent and continuing scientific and specialist professional development courses envisaged by Article 3.8 of the Decree of the Italian Ministry of Universities and Scientific and Technological Research no 270/2004.

The Master's Degree, lasting 12 months, will be English and will combine e-learning distance training with residential activities. Created in the novel context of the new Adriatic-Ionian Macroregion, the Master's Degree will be aimed primarily at post-graduates of all countries of the Adriatic-Ionian Area, but also in part at recent graduates of South East Europe and/or of the Mediterranean.

The beneficiaries, however, include not just new graduates but also those employed in professional areas requiring special training on European integration and on the opportunities it offers to promote development. The aim of the Master's Degree is to train professionals for the public and private sectors in all appointments that require a good knowledge of EU policies and their implementation (regional policy and cohesion policy, agricultural and rural development policy, industrial development policy, innovation and new technologies, finance, tourism, marketing in the territory, etc.). The main themes involved also in the four modules which comprise the Master's Degree are as follows:

- European policies for regional and local development;

- the planning of regional and local development;

- European planning, reporting and evaluation.

Finally, an internship and a final examination with defence of thesis is envisaged.

The Master's Degree courses, the practical activities, the internship and the final examination amount to 1500 hours corresponding to 6 credits ECTS.

The internships will be conducted at public or private institutions (partners of the aster's programme) operating in the Adriatic-Ionian Macroregion and involved in various ways in the definition/management of EU policies, or beneficiaries thereof. The AIC Forum has sought to support this initiative to this end, also through the increasingly necessary integration between the institutional networks operating in the Area of reference (Forum of Chambers of Commerce, Cities Forum, UNIADRION); therefore, as well as promoting the project among its members, it will identify public and/or private organisations potentially interested in hosting the internships for the young participants in the Master's programme. The link with the business world and with production entities will represent the added value of the Master's Degree which will, indeed, feature a strong internationalisation component and aim at increasing employment for the young graduates of the Macroregion.

The first edition of the Master's Degree, to be launched at the beginning of 2015, represents an initial step towards the creation of a genuine School of Higher Education at the Macro-regional level capable - in the medium to long term - of developing a high-level managerial class and, at the same time, guaranteeing all young citizens fair and equal access to professional opportunities in the public or private sphere.

1st Edition “E-capital Culture- Adriatic Ionian Macroregion”

New “business plan
competition”

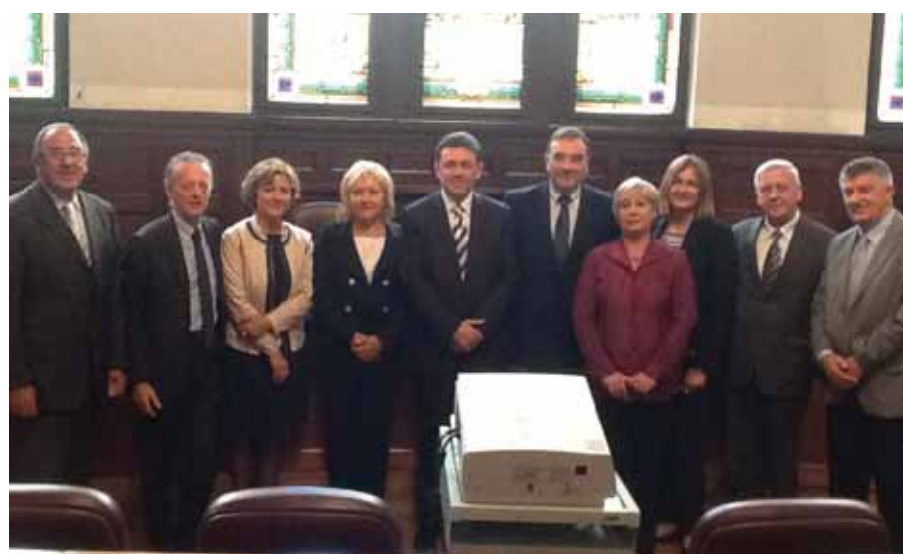


The challenge is to make tourism-culture the twin-engine of economic development of the Adriatic-Ionian Macroregion, focusing on synergies with other thematic areas. The signature of a Memorandum of Understanding is being planned with this aim in view, between the Chamber of Commerce of Ancona (a founding member of the AIC Forum), the Polytechnic University of the Marshes (Coordinator of the UNIADRION Network), the Commune of Ancona (Secretariat of the Forum of Adriatic and Ionian Cities) and the Marches Foundation relating to the new project “E-Capital Culture for the Adriatic-Ionian Region”. The outcome of synergies and marriages between the “Adriatic Innovative Factory (AIF)” projects, and the “E-Capital” project (already a decade old) which the Marches Foundation has for years implemented in the region - this new initiative is inspired by the aim of a “business plan competition” that put in place the conditions to enable young people from all the Macroregion countries to develop a concrete entrepreneurial idea that will promote the cultural tourism of the Macroregion, by reinforcing their abilities and creativity through genuine business incubators. Once the most deserving projects have been identified, training activities will be initiated, workshops and cross-fertilisation of ideas between the participants, with the ultimate aim of properly developing business projects, including a phase involving support to the start-up and the search for potential investors. The AIC Forum will give full visibility to the initiative by involving all of its members both in the search for business ideas to be selected, and also in assessing (in each territory) potential interest from enterprises and/or funding agencies that can support the business ideas.

AIC Forum in Zagreb

Meeting with the President of the Croatian Chamber
of Economy and the Croatian AIC Forum Members

Zagreb (Croatia), 10th October 2014



Meeting at the Croatian Chambers of Economy

A little less than a month before the formalization of the Adriatic Ionian Macroregion by the European Council (scheduled for the next meeting on the next 24th October 2014 in Brussels), the AIC Forum encouraged a meeting in Zagreb at the Croatia Chamber of Economy in order to present the development programs of the Association and to coordinate future cross-border strategies. The new president of the Croatian Chamber of Economy, Mr. Luka Burilovic appreciated the Forum activities and the entrance process of the Croatian Chamber of Economy in the Association is being implemented. It is supposed to be formalized at the beginning of 2015, again in Zagreb, when an event about Macroregion – addressed to Croatian entrepreneurs and citizens – will be held. In recent years, the AIC Forum was considered one of the stakeholders of the public consultation launched by the European Commission on the EUSAIR Strategy, moreover it was mentioned several times as a subject of reference

for the future macroregional strategy implementation phase. Effectively the AIC Forum is mentioned in the recent Communication from the European Commission last June and its Action Plan. Besides the President Burilović, the meeting was attended by the President of the AIC Forum Rodolfo Giampieri, the Secretary General Michele De Vita and the Presidents of all the County Chambers of Croatia: Terezina Orlić (Chamber of Dubrovnik), Jasna Jaklin Majetić (Chamber of Pola), Vidoje Vujić (Chamber of Rijeka), Petar Skender (Chamber of Sibenik), Dario Jurin (Chamber of Zara). The economic reality of Croatia is considered of great interest and the local Chamber system is characterized by a massive component of women entrepreneurs and presidents. Among them, there is the President of the Chamber of Split, Katia Bulicić, newly-elected after the death of Jadranka Radovanic, the first President of the AIC Forum which was founded in 2001 on their own initiative of the Chamber of Split and the Chamber of Commerce of Ancona.



Ongoing Projects

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



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

The Verotour project partners gathered together in Chania, Crete, between August 27 and 29 for the third Steering Committee meeting during which - as well as discussing the administrative aspects, the activities carried out and the organisation of upcoming activities - discussion also took place about the willingness of the partners to continue collaboration even after the project's completion, nominating the itinerary “The Venetian Trade Routes” to the Council of Europe as European Cultural Route: this hope will be formalised with the signature of an agreement between the partners in Istanbul, envisaged for mid-October, to coincide with the project's concluding event. During the meeting, a press conference was held at the local media at the sailing club of Chania.

The Crete resort was on the itinerary taken by the sailboat “Arina 2014” for the pilot action of the project whose objective was to highlight, for a number of tourist operators, journalists and local authorities, the principal cultural and environmental aspects typifying this itinerary with a view to its potential marketability as a thematic tourism product: precisely as required by the European Commission.

The next appointment was in Kotor (Montenegro) on 18 September, where the last of the three technical wor-

kshops organised by the AIC Forum took place, intended to familiarise local operators with thematic tourism products. The workshop was attended by Mr. Marco Cocciarini, of the Globe Inside and Mr. Corrado Ceccarelli of the Gruppo Amatori which, as a partner of the project, is creating a catalogue for the marketing promotion of the packet “Venetian Trade Routes” involving many of the tour operators who took part in previous seminars organised in Venice and Tirana (this was also proposed to operators operating in Kotor). During the morning the presentation also occurred of the book “Venetian Albania, La Serenissima (Venice) and its peoples in the heart of the Balkans” (Crevato Selvaggi, Martinovic, Sferra 2014 - Biblon Publishers) by one of the authors present, Jovan Martinovic, who introduced the work as a contribution to the cultural and historical heritage of Montenegro and Albania and their links with Venice, focusing in particular on the Venetian heritage in Montenegro. The event concluded on board the sailboat “Arina 2014” which sailed from the port of Kotor to Perast: both locations strongly characterised by the former Venetian dominion.

The concluding event was held in Bodrum and Istanbul (Turkey) from 16 to 19 October when the project results were presented, including a Web guide with illustrations of the tourism package including all the cultural and tourism aspects of the localities along the Venetian routes.

Sail boat of the project “Arina 2014”



“Meddiet - Mediterranean Diet and Enhancement of Traditional Products”



(co-financed by the Programme “ENPI CBCMED – Cross-Border Cooperation in the Mediterranean”)

The last partnership and co-ordination meeting of the Meddiet Project was held on October 13 in Alexandria (Egypt). At this meeting, the partners examined more closely the various project activities, including the creation and dissemination of the “Meddiet Quality Label” destined for restaurants and, indirectly, for consumers, the pilot actions and the promotional campaigns at various local levels to raise the community's awareness and give maximum visibility to restaurants judged to meet the quality standards required by the Meddiet Quality Label.

During the meeting, a description was also given of the work carried out for the International Capitalization Meeting organised by the AIC Forum in Corfu (Greece) last June 11, where the Meddiet Declaration was signed by various representatives for the Adriatic Ionian Area, including many Presidents of the partner Chambers of Commerce present, along with other project partners.

The principal aim of this Declaration of Intent was to formalise the common wish to collaborate now and in the future on the specific theme of the Mediterranean Diet.

The document was brought to the attention of all the other Chambers members of the Forum which were not present on this occasion but proved enthusiastic about the initiative, and which are still taking part in and supporting the signature of the Declaration.

The planning of the final event of the Project is also on the Agenda, and it is planned for February 2015 at the Universal Expo Milan 2015 “Nutrire il Pianeta, Energia per la Vita” (“Nourishing the Planet, Energy for Life”).

The green light to “Sunbeam” Project



(Structured UNiversity mobility between the Balkans and Europe for the Adriatic and Ionian Macroregion” della rete Uniadrión.

(co-financed by Erasmus Mundus - Action 2 Strand 1 - Call for Proposals EA-CEA/18/13)

The SUNBEAM project, led by the Università Politecnica delle Marche in the framework of the Erasmus Mundus Programme - Action 2 Strand 1 - Call for Proposals EACEA/18/13 and in which the AIC Forum is involved as associated partner, it was officially launched last 16th and 17th October. The project will have a duration of 48 months and a budget of about 3 million €. The activities will be implemented by a partnership of Universities mainly belonging to the Uniadrión network, which will be reinforced thanks to the project. The main aim of the project is to strengthen and consolidate academic cooperation among Higher Education Institutions of the Adriatic-Ionian area. The network of relations to be created thanks to mobility flows will represent the academic and cultural infrastructure of the future Adriatic-Ionian Macroregion. The long-term target is to establish a platform for sharing educational paths in order to implement joint programmes for the awarding of joint titles among the universities in the countries of the area and to create an adequate scientific background for the Adriatic-Ionian macro-region.

As associate partner, the AIC Forum network will identify SMEs in order to involve them in hosting trainee students and looked for each work placement according to the cultural and professional profile of each candidate. The AIC Forum will collaborate also in the dissemination and communication of the project activities, involving its members and giving a better visibility to the project outputs and results. It could also host project technical meetings and international events within the wide context of its Annual Edition Events.

Mediterranean Week of Economic Leaders and Meditour 2014

8th Edition of the Mediterranean Economic Event and
4th Mediterranean Tourism Forum Meditour 2014
(Barcelona, 26th-28th November 2014)



Poster of Mediterranean Week of Economic Leaders e Meditour 2014

Barcelona will be the city to host the 8th Edition of the “Mediterranean Week of Economic Leaders” next November, one of the leading Mediterranean economic events organised by the ASCAME network together with the Chamber of Commerce of Barcelona and in collaboration with the Union for the Mediterranean (UfM), the European Institute of the Mediterranean (IEMed), the European Investment Bank (EIB) and other institutions involved in the Mediterranean project.

The event, which aims to promote Euro-Mediterranean cooperation and integration as a key factor in the area's socio-economic development, will this year explore the theme “The need for change”, highlighting in particular the issue of the “green economy”. Through a number of discussion forums and other important activities, certain aspects of key importance for sustainable development in the Mediterranean region will be analysed, such as renewable energy and eco-efficiency,

Green banking and Islamic banking, entrepreneurship and education, free trade zones or the integration of the Maghreb region. In this context, the VI Mediterranean Tourism Forum (Meditour 2014) will also take place, which will focus on the Lebanon as a tourist destination and an important historical and cultural center in the Mediterranean, as well as a promoter of sustainable tourism.

The AIC Forum has been formally invited to participate in this event based on the Protocol of Understanding signed with the ASCAME network, in 2008, but also in the light of recent meetings held within the MEDDIET project. The intervention of the President Rodolfo Giampieri, as requested by the organisers, will focus on tourism promotion in the Adriatic-Ionian Area in the new context of the Macroregion, highlighting a number of best practices including the experience obtained with the logo ADRION, which may well be reserved a special display space.



3rd European Parliament of Enterprises

(Brussels, 16th October 2014)

The biennial event EUROCHAMBRES "European Parliament of Enterprises" is already in its third edition and took place on 16 October at the European Parliament headquarters in Brussels.

Created in 2008 to help reduce the democratic and communicative deficit between European institutions and representatives of the business world of the area, the event aims to bring about mutual understanding between the business and institutional worlds. This will enable enterprises to engage in direct debate with senior representatives of EU institutions and to receive immediate and direct feedback on the economic policies of the EU. The European Parliament of Enterprises (EPE) takes after the model of the European Parliament in its com-

position (the number of entrepreneurs equals the number of MEPs) and in the voting procedures, applying as it does the same distribution rules by country. Another 24 companies from non-EU countries will participate as observers. This year the companies convened asked to make a contribution for 4 different macro-thematic sessions, each containing 5 specific questions of significance for the current economic situation in Europe. The four macro-themes are: internationalisation, skills, finance and energy. The results have been published on the Event's official website (www.parliament-of-enterprises.eu) and the AIC Forum, as a member of the EUROCHAMBRES network, has promptly disseminated them among its members and through the website.

Uniadrion General Assembly



It was held in Ancona, October 16, at the headquarters of the Polytechnic University of Marche, the Assembly of members of the Network Uniadrion. The Assembly, composed of the Rectors of the Universities of the Area, also saw the participation of the President of the AIC Forum, Mr. Rodolfo Giampieri and the Secretary General, Mr. Michele De Vita, as well as the representatives of the Forum of Adriatic and Ionian Cities. Their presences were due to the existing close relationship and the Declaration of Intent for an Integrated Adriatic Ionian Secretariat - signed by the three Fora of the Area, that are among the first promoters of the Macroregion. In agenda the elections of the new President and the Steering Committee for the biennium 2014-2016 are expected.

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FOCUS

ON

MONTENEGRO:

ECB TO HELP MONTENEGRO'S CENTRAL BANK

On Tuesday 9 September, the European Central Bank (ECB) announced that it was cooperating with the Central Bank of Montenegro to help the institution meet European standards - a condition that is necessary for Montenegro to join the EU.

The programme is being implemented by the ECB in partnership with ten national central banks of the Eurosystem (Deutsche Bundesbank, Eesti Pank, Banque de France, Bank of Greece, Banca d'Italia, De Nederlandsche Bank, Oesterreichische Nationalbank, Banco de Portugal, Banka Slovenije and Narodna banka Slovenska). The European Commission has allocated nearly €300,000 from its pre-accession aid instrument to finance the programme.

WESTERN BALKANS:

BOSNIA AND HERZEGOVINA AND MONTENEGRO JOIN THE CREATIVE EUROPE.

Three more Balkan countries have joined the EU's Creative Europe programme: Bosnia and Herzegovina, Montenegro and the former Yugoslav Republic of Macedonia (FYROM). The three countries signed an agreement with the European Commission on Wednesday 23 July, which will allow cultural and creative organisations from these countries to apply for subsidies, cooperate with their European Union counterparts and receive assistance for translating literary works as part of the European programme framework.

They will also be able to cooperate with European networks and platforms working in the cultural and creative domain, and benefit from exchanges of know-how and participation in exchanges of collections. Bosnia and Herzegovina will take part in both the Culture and MEDIA sub-programmes of Europe Creative while Montenegro and the former Yugoslav Republic of Macedonia will initially only take part in the Culture sub-programme. Serbia and Albania signed similar agreements on 19 and 24 June last.