



12th CONGRESS ON
Women's entrepreneurship
of Adriatic and Ionian Area
23-24 November 2022,
Pescara (Italy)



CAMERA DI COMMERCIO
INDUSTRIA ARTIGIANATO E AGRICOLTURA
CHIETI PESCARA



In the framework of
VISIONARIA
Adriatic Innovation Forum
AGENZIA DI SVILUPPO
AZIENDA SPECIALE DELLA CAMERA DI COMMERCIO
CHIETI PESCARA

AGENDA

12th Congress on Women's entrepreneurship of the Adriatic and Ionian Area

23 November 2022, Pescara

at Padiglione Becci, Porto Turistico di Pescara (Address: Via Papa Giovanni XXII)

Mode of delivery: hybrid (on-site and online)

Working languages: Italian, English, Croatian

The 12th Congress of women's entrepreneurship in the Adriatic and Ionian Area will be hosted in the broader context of "[Visionaria](#)" Adriatic Forum on Innovation, organized by the Chieti Pescara Chamber of Commerce and its Special Development Agency.

The Congress, in the context of sustainability and innovation issues, aims to Visionaria - Adriatic Forum on Innovation provide an interregional perspective on the **best practices and challenges** prevailing in increasing the economic empowerment of women and entrepreneurial activities in the Adriatic and Ionian Region.

The key topics of this Congress Edition will be **women's empowerment for business development** with a focus on the role of women in the labor market and on the role of the chamber system in the accompaniment of SMEs, in particular women's businesses.

There will also be **testimonies of women entrepreneurs** who have invested in the perspective of sustainability and innovation without neglecting the competitive aspects inherent to every economic activity.

Furthermore, the Congress will also be an opportunity to deepen and make some reflections on the future scenarios in the light of the double ecological and digital transition as well as to start a discussion on the **economic opportunities** for Italian and Adriatic-Ionian Area companies.

The event aims to develop and **strengthen the institutional and economic collaboration** between Italian entrepreneurs and women entrepreneurs in the Adriatic-Ionian Area and to provide a concrete occasion for meeting and discussion in light of the opportunities arising from the "Next Generation EU" funds in order to stimulate forms of local, national and European networking.



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WEDNESDAY, NOVEMBER 23rd

09:30 Registration of participants

10:00 Opening Session

Moderated by Michele De Vita, Secretary General of the Chieti Pescara Chamber of Commerce and of the Forum of the Adriatic and Ionian Chambers of Commerce

- Gennaro Strever, President of Chieti Pescara Chamber of Commerce
- Jozse Tomaš, President of the Forum of the Adriatic and Ionian of Chambers of Commerce
- Amb. Fabio Pigliapoco, Head of the Adriatic Ionian Initiative Permanent Secretariat
- Nicoletta Verì, Equal Opportunities Councilor - Abruzzo Region
- Antonella Ballone, President of Gran Sasso Chamber of Commerce
- Liudmyla Sizikova, President of the Committee of Female Entrepreneurship of the Ukrainian Chamber of Commerce (online)

Signing Ceremony of the convention between the All Permanent Secretariat and Forum AIC - Western-Balkanship project

- Amb. Giovanni Castellaneta, Secretary General of the Adriatic Ionian Initiative
- Michele De Vita, Secretary General of the Forum AIC

Moderated by Matteo La Torre - Senior Researcher of the Department of Economics of the University "G. D'Annunzio" Chieti Pescara

10:45 - 11:15 European networks enhancing women's entrepreneurship

- Marina Rozić, Chair of Eurochambres Women Network (online)
- Sanja Popović Pantić, Chair of EEN thematic group Women Entrepreneurship (online)
- Andrea Meleš, Programme Coordinator at European Innovation Council and SMEs Executive Agency (EISMEA) (online)

11:15 - 12:30 Panel 1 "Women's empowerment for business development - the role of the Chambers of Commerce"

- Patrizia Di Tullio, Department of Business Administration of the University "G. D'Annunzio"
- Tiziana Pompei, Deputy Secretary General of Unioncamere Italy
- Luciana Ferrone, President of the female entrepreneurship committee Chieti Pescara
- Nikolina Trojić, President of Dubrovnik Chamber of Commerce
- Sofia Kounenaki Efraimoglou, President of the Athens Chamber of Commerce (online)
- Danijela Lovrić, Chamber of Federation of Bosnia-Herzegovina
- Ana Filipović, Secretary of Coordination Board for Women Entrepreneurship Chamber of Economy of Montenegro



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12:30-13:00 Testimonies of entrepreneurs who have invested in the perspective of sustainability and innovation

- Dragica Jerkov, Director of Fema - Split, member of KRUG – Croatian business women - RAISE Youth initiative (Croatia)
- Silvia D'Alessandro - General Direction Gegel Srl

13:00 Light Lunch at Visionaria

Moderated by Maura di Marco, press and communication manager of the Chieti Pescara Chamber of Commerce

14:00 - 14:45 Country Focus: Business opportunities for Italian companies in Slovenia, Croatia and Bosnia Herzegovina

- Sandra Di Carlo, Director of the Italian Trade and Investment Agency in Zagreb and Sarajevo
- Serenella Marzoli, Director of Italian Trade and Investment Agency in Ljubljana

14:45 - 15:45 Panel 2 “Focus on economic opportunities in the Adriatic-Ionian Area”

- Letizia Scastiglia, President of Agenzia di Sviluppo Chieti Pescara
- Sanja Šimić, Director of Center for digital development at Croatian Chamber of Economy (online)
- Ivana Marić, Director of the Department of Economy, Trade Innovations Technological and Digital Innovations of the Municipality of Mostar
- Jenny Pagge, Professor at Ioannina University, Director of Lab of New Technologies and Distance Learning (online)
- Flutura Xhabija, President & CEO of SHGPAZ - Albanian Association of Women Business Professionals and Skilled Crafts

15:45- 16:30 Testimonies of entrepreneurs who have invested in the perspective of sustainability and innovation

- Raffaella De Sabbata, CEO ATOMAT Spa (Italy)
- Jasna Pejović, CEO Flourish& CEO DigitalBee (Montenegro)
- Giovanna Toscano, Scuola CeF, Brindisi (Italy)
- Mia Gagro, Manager Hotel Buna, Mostar (Bosnia-Herzegovina)

16:30 Final remarks and closing of the plenary session

- Terezina Orlić, Former President of Dubrovnik Chamber of Economy and member of the Forum AIC Board of Governors