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## AGENDA

***Working languages: Italian, English, Croatian, Greek***

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# THE BLUE ECONOMY IN THE ADRIATIC-IONIAN REGION: THE VALUE AND DEVELOPMENT OF NAUTICAL TOURISM

***AI-NURECC PLUS Side-Event***

28 September, 2022

Brindisi Chamber of Commerce (Via Bastioni Carlo V, 4, 72100 Brindisi BR)

Mode of delivery: hybrid (in presence and online)

The Blue Economy is embedded in, and dependent on, the natural environment. And while this makes it vulnerable to the problems of climate change and environmental decline, it also means that it has enormous potential to transform our economy and play an important role in achieving the ambitions of the European Green Deal, as analysed in the most recent [European Blue Economy Report 2022](#).

EU Blue Economy includes all sectoral and cross-sectoral economic activities based on or related to the oceans, seas and coasts: Marine-based activities and Marine-related activities, among which Coastal Tourism is the most mature and growing industry in terms of gross value added (GVA) and employment. In 2018, 51.7% of the Union's tourist accommodation facilities were located in coastal areas: this, therefore, highlights how coastal, maritime and nautical tourism is becoming increasingly important for the EU.

On the basis of the [Report on establishing an EU strategy for sustainable tourism \(2020/2038\(INI\)\)](#) drafted by the European Parliament, the European Commission is invited to finance and promote initiatives in favour of a new and more developed nautical tourism. The Forum of the Adriatic and Ionian Chambers of Commerce and Brindisi Chamber of Commerce, in cooperation with Assonautica Italiana, organise an AI-NURECC Plus Side event focusing on the value and possible developments of nautical tourism.

**09:00**

**REGISTRATION OF PARTICIPANTS**

**10:00-10:45**

**“Welcome speeches and opening remarks”**

**Moderator Mr. Mimmo Consales**, Journalist

- **Mr. Jozë Tomaš**, President of the Forum of the Adriatic and Ionian Chambers of Commerce, President of Split Chamber of Economy - AI-NURECC Plus Partner
- **Mr. Antonio D’Amore**, Special Commissioner of the Brindisi Chamber of Commerce
- **Mr. Giovanni Acampora**, President of Assonautica Italiana
- **Mr. Stavros Kalognomos**, Executive Secretary of the Balkan and Black Sea Commission (BBS), Conference of Peripheral Maritime Regions (CPMR) - AI-NURECC PLUS Coordinator

**10:45-12:00**

**PANEL 1: “The role of the Blue Economy in the European and in the Adriatic Ionian Region panorama”**

**Moderator Ms. Marija Raspopovic**, Senior Advisor at Projects Department Chamber of Economy of Montenegro

- **Ms. Eleni Hatziyanni**, Policy Officer Sea-basin Strategies, Maritime Regional Cooperation & Maritime Security at DG Mare, EU Commission - [EU Blue Economy report 2022](#)
- **Ms. Irene Tzouramani**, Ministry of Rural Development and Food – Agriculture Economics Research Institute, EUSAIR Pillar 1 Blue Growth Coordinator (Greece)
- **Mr. Antonello Testa**, Councillor with delegation to the Economy of the Sea of INFORMARE, Special Agency Frosinone Latina Chamber of Commerce, [Blue Economy report in Italy](#) (Italy)
- **Ms. Matea Dorčić**, Head of the Administrative Department for Tourism and Maritime Affairs of the Split-Dalmatia County (Croatia)
- **Ms. Danijela Lovrić**, Head of Tourism Association department of the Chamber of Federation of Bosnia-Herzegovina, project partner of [INTERREG Adrion BLUEAIR project](#) - Blue Growth Smart Adriatic Ionian S3 (Bosnia and Herzegovina)
- **Mr. Giovanni Lagioia**, University of Bari Aldo Moro, Director of the Second Master degree “Port City School - For the government of port cities” (Italy)

**12:00-13:00**

**PANEL 2: “Coastal tourism: the added value and the development of nautical tourism”**

**Moderator: Ms. Elena Magro**, Assonautica Italiana Head of Communications and Press Office

- **Mr. Francesco Di Filippo**, Vicar Vice President Assonautica Italiana (Italy)
- **Ms. Ivana Janković**, Ministry of Economic Development and Tourism of Montenegro
- **Ms. Klodiana Gorica**, Professor University of Tirana, NCP of Horizon Europe for Albania for EIT (Albania)
- **Mr. Bruno Santori**, Vice President ASSONAT - National Association of Tourist Ports (Italy)
- **Mr. Roberto Perocchio**, President of ASSOMARINAS - Italian Association of Tourist Ports (Italy)
- **Mr. Yorgos Stephanedes**, University of Patras, Division of Environmental Engineering and Transportation, Project partner of [Interreg Greece-Italy AI SMART-Adriatic Ionian Small Port Network Project](#).

**13:00 -13:15**

**FINAL REMARKS AND POLICY RECOMMENDATIONS**