

# EVENT FOLLOW-UP REPORT

Participation to the ADRIATIC SEA FORUM 2022  
in Bari on Oct. 6th and 7th 2022

## Event summary

<i>Type of event</i>	<i>Physical</i>
<i>Location</i>	<i>Bari</i>
<i>Date of the event</i>	<i>6<sup>th</sup> – 7<sup>th</sup> October 2022</i>
<i>Time/Duration</i>	<i>2 days</i>
<i>Purpose of the event (What was the objective?)</i>	<i>The aim of the participation to the ADRIATIC SEA FORUM 2022 was to disseminate the project's results to a wide and targeted audience of professionals and interested parties in the topics of environmental sustainability, passenger and freight transport.</i>
<i>Short description of the event (what happened during the event?)</i>	<p><i>The Adriatic Sea Forum is the most relevant event dedicated to maritime transport in the Adriatic Sea, focusing on passenger and freight transport.</i></p> <p><i>More specifically, the two-days forum, attended by at least 200 participants, offered the opportunity for intense debate and a close look at issues of importance for the future of the cruise, ferry, sailing and motorboat sectors in the Adriatic, an area looked onto by 7 nations (Albania, Bosnia and Herzegovina, Croatia, Greece, Montenegro, Italy and Slovenia) and which includes 25 regions and over 150 tourist destinations.</i></p> <p><i>During the 2022 edition, other Interreg Italy-Croatia funded projects were featured on top of SUSPORT: MIMOSA, FRAMESPORT and TECHERA.</i></p> <p><i>Several SUSPORT beneficiaries were present – the Ports of Bari, hosting the event, Trieste, Ravenna, Ancona and Zadar.</i></p> <p><i>More specifically, Mr. Francesco Magagnoli – Port of Ravenna Authority – illustrated the project's main features and results during a session titled "LNG and SSE in Adriatic: something in sight?", the challenges tackled by the project – and potential solutions – being debated with representatives of the cruise and passenger transport sector.</i></p>
<i>Results/Outcomes of the event (What are the takeaways from the event?)</i>	<i>The presence of SUSPORT at Adriatic Sea Forum allowed to widen the scope of target groups to professionals and experts in the domain of freight, cruise and passenger transport sector.</i>

<i>Number of attendees</i>	<i>At least 200 participants</i>
<i>Type of stakeholders/target groups that were represented</i>	<i>policy makers, national, regional and local institutions, port authorities, research, scientific institution and academia, private companies</i>

## Agenda

<p>06/10/22, 17:57</p> <p>Adriatic Sea Forum Programme 2022 - Regione Puglia</p> <p><b>THURSDAY OCTOBER 6</b></p> <p>————— STARTING 13.45 —————</p> <p><b>13.45</b></p> <p>Openings and registrations</p> <p><b>14.00</b></p> <p>Welcome speeches</p> <ul style="list-style-type: none"> <li>• <b>Antonio Decaro</b> - Mayor, city of Bari</li> <li>• <b>Luca Scandale</b> - General Manager, Puglia promozione</li> <li>• <b>Vincenzo Leone</b> - Rear Admiral, Head of Bari Port and marine director of Apulia and Ionian Basilicata</li> </ul> <p><b>14.30</b></p> <p>Bari Host City of the 2022 edition</p> <ul style="list-style-type: none"> <li>• <b>Ugo Patroni Griffi</b> - President, Southern Adriatic Ports Authority</li> </ul> <p>Adriatic Sea Tourism Report</p> <ul style="list-style-type: none"> <li>• <b>Francesco di Cesare</b> - President, Regione Puglia Turismo</li> </ul> <p><b>15.00</b></p> <p><a href="https://www.regione.puglia.it/temi/2022/06/10/06-10-2022-17-57-Adriatic-Sea-Forum-Programme-2022/">https://www.regione.puglia.it/temi/2022/06/10/06-10-2022-17-57-Adriatic-Sea-Forum-Programme-2022/</a></p>	2/11
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Adriatic Sea Forum Programme 2022 - Risposte Turismo

### Who will be the tourists in Adriatic in the next future?

*What can we expect from maritime tourism in the Adriatic? Who will be the tourists who will arrive? What are the profiles and characteristics? What can push them to take a holiday in the Adriatic? How ready are the area and its destinations to welcome them?*

- **Matteo Della Valle** - Passengers Sales&Marketing Staff Director, GNV
- **Andreas Nüssel** - Managing Director Europe, Silversea
- **Maro Saulovic** - General Manager, Gulliver DMC
- **Luca Scandale** - General Director, Puglia-promozione
- **Ilija Todorovic** - Senior Associate, Tourism Organisation of Kotor

Moderator: **Francesco di Cesare** - President, Risposte Turismo

-----COFFEE BREAK-----

### 16.15 – CONCURRENT ROUND TABLES

#### Is there anyone who is struggling to innovate and restart the growth of ferry traffic in Adriatic?

*An industry that has always guaranteed mobility between the two coasts of the Adriatic, as well as connections with the islands, essential for facilitating tourist flows, for years has not seemed to find the key for a change of scenery. Is the brake in supply or demand? What could be done to increase or improve the links? And is this a real need for operators, destinations and tourists? Or should we expect to have the same current status quo in ten years?*

- **Piero Bianco** - Head of Port Operations Dpt. for the ports of Bari, Manfredonia, Barietta and Termoli, Southern Adriatic Ports Authority
- **Corrado Ceccarelli** - Business Developer Manager, Gruppo Anarioni
- **Massimo Di Giacomo** - CEO, Anek Lines Italia
- **Vasilisa Katsaris** - Commercial Director, Atica Group
- **Paul Kyrianiou** - External Relations Manager - Grimaldi Group, Grimaldi Lines

Moderator: **Anthony La Salandra** - Director, Risposte Turismo

#### How much local companies are really involved in the cruise chains?

<https://www.risposteturismo.it/italo-ese-forum/italo-ese-forum-programm2022/>

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### the supply chains

*In ship supplies, passenger assistance, technical operations related to cruise, ferry and nautical traffic, in recent years there has been a tendency to rely on global players, able to offer certain standards and fulfill specific requests. How much has this entailed a reduction in opportunities for local operators? Is a switch back to local an option?*

- **Maja Ban** - Founder & Owner, MYS Yachting
- **Dorijan Dujmic** - Managing Partner, BWA Yachting Croatia
- **Alberto Cotti** - Marine Europe Director, ECO LAB
- **Andrea Morandi** - CEO, Morandi Group
- **Mihailo Vukic** - Owner, Allegra Port & Yacht Agent

Moderator: **Francesco di Cesare** - President, Risposte Turismo

### 17.15 – CONCURRENT ROUND TABLES

#### How far is nautical tourism from reaching its potential?

*With two coasts equipped with numerous nautical marinas and many facilities, the numbers of nautical tourism in the Adriatic, even before the pandemic, seem not to correspond to the expectations and possible attractiveness of this area. What has been missing so far? What are the possible obstacles? On which fronts should action be taken to see a change of pace?*

- **Nikola Banović** - Director, Portonavi Marina
- **Domenico Guidotti** - CEO, Guidotti
- **Eril Haxhiu** - CEO, Albanian Seaports Development Company
- **Boris Oman** - General Manager, AdriaServic
- **Stipe Zunic** - Managing Director, ACI Marinas Šimunji

Moderator: **Roberto Perocchio** - President, Assomarinas

#### Will crews and human resources management be the new critical issue in maritime tourism?

*The current complex scenario for the economies of many countries is rearing, among other critical issues, also a difficulty for some companies to find professionals to provide their services. A problem that, in certain terms, is not unanalogous to maritime tourism and its operators. How are the professionals finding the means to find their way?*

<https://www.risposteturismo.it/italo-ese-forum/italo-ese-forum-programm2022/>

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09/10/2022, 17:37 Adriatic Sea Forum Programme 2022 - Regione Puglia  
 • **Guido Vettorel** - Development, Promotion and Statistics Head of Unit, Central Adriatic Ports Authority

Moderator: **Francesco di Cesare** - President, Risposte Turismo

-----LUNCH BREAK-----

14.15

**Where Puglia is going to with the maritime tourism?**

*Puglia is one of the best examples in the Mediterranean in which all forms of maritime tourism are expressed. The session will start with the state of the art of cruise, ferry, sail and yacht sectors, then looking at the opportunities to keep growing and leading, with different perspectives of the key stakeholders and operators of the region.*

**OPENING MESSAGE**

- **Rodolfo Ciampieri** - President, Assoporti
- **Giuseppe Danese** - President, Distretto Nautico Puglia, Imprenditore Gruppo Danese
- **Cianfranco Lopane** - Regional Minister for Tourism and Culture, Puglia Region
- **Leonardo Massa** - Country Manager, MSC Cruises
- **Luigi Morfini** - President, Southern Adriatic Ports Operators (OPAM)
- **Massimo Salomone** - Tourism Section Coordinator, Confindustria Puglia
- **Andrea Zullo** - Director, Marina del Gargano

Moderator: **Oscar Iarussi** - Editor in Chief, Gazzetta del Mezzogiorno

**JOIN US @ ADRIATIC SEA FORUM 2022**

> REGISTER NOW  
 (<https://www.risposteturismo.it/adriatic-sea-forum/adriatic-sea-forum-registrations/>)

<https://www.risposteturismo.it/adriatic-sea-forum/adriatic-sea-forum-programme2022/> 7/11

**Photos:**





## Partners/Sponsors:

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**ADRIATIC SEA FORUM** – Cruise Ferry Sail & Yacht

ITA  
(<https://www.risposteturismo.it/adriatic-sea-forum-ita/>)

Forum homepage (<https://www.risposteturismo.it/adriatic-sea-forum/>)

Bari 2022 

Programme 2022 (<https://www.risposteturismo.it/adriatic-sea-forum/adriatic-sea-forum-programme2022/>)

Adriatic Sea Tourism Report (<https://www.risposteturismo.it/adriatic-sea-tourism-report>)

Press & Media Area (<https://www.risposteturismo.it/adriatic-sea-forum/adriatic-sea-forum-press-media/>)

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## Sponsors of Adriatic Sea Forum 2022

### Conceived and organised by

**Risposte Turismo** is a research and consulting company active throughout the country for more than 20 years and specialised in providing planning and operational solutions to organisations and companies in the tourist macro-industry that are dealing with strategic or management issues. Risposte Turismo methodology is based on the use of analytical tools accredited by the studies of economics and management, continuous updating of survey techniques, and the comparison with a comprehensive and diverse series of international cases.

<https://www.risposteturismo.it/adriatic-sea-forum/adriatic-sea-forum-sponsor2022/>

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## In partnership with

**The Southern Adriatic Ports Authority** (AdSP MAM) is a public entity responsible for the management, administration, and coordination of the Adriatic Apulian ports of Bari, Brindisi, Monopoli, Barletta and Manfredonia and since June 2022 also of Termoli in Molise Region

**Pugliapromozione** is the Regional Tourism Board (ARET) engaged daily in implementing the Puglia Regions' policies for promoting the unified image of the region, and local tourism.

 **PARTNERS OF ADRIATIC SEA FORUM 2022**  
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## Main sponsor

**Bassani Group** is an Italian group of companies who are leaders in tourism, port and maritime services. Resourcefulness, passion, dedication and respect for traditions represent the core values that have contributed to the growth of our company since 1860. Today the Group can count on the contribution of several companies spacing from tourism and hospitality services to port, maritime and freight forwarding activities, from public port concessions to real estate investments.

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**CAMERA DI COMMERCIO  
BARI**

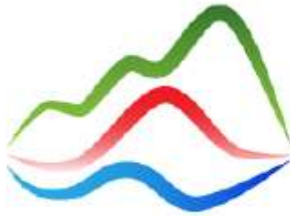
## Patronage



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## Highlights on European projects



**Interreg**  
Italy - Croatia  
FRAMESPORT




(<https://www.italy-croatia.eu/web/framesport>)



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 (<https://www.adriaeco.eu>)


 (<https://www.agenziadiviaggi.it>)

 (<https://www.barchemagazine.com>)

 (<https://www.cruiseandferry.net>)

 (<https://www.gtp.gr>)


 (<https://www.guidaviaggi.it>)

 (<https://italiabsolutely.com>)

 (<http://www.more.hr/en/>)

<https://www.risposteturismo.it/adriatic-sea-forum/adriatic-sea-forum-sponsor2022/>

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 (<https://www.ship2shore.it/it/home>)

 (<https://www.travelquotidiano.com>)

 (<https://www.trendsettimanale.it>)

 (<https://www.val-navtika.net>)



(<https://www.risposteturismo.it/>)



(<https://www.linkedin.com/company/risposte-turismo/>)

Dal 2001 **Risposte Turismo** è impegnata nell'attività di ricerca e consulenza per fornire soluzioni progettuali e operative ad organizzazioni e imprese della macro-industria turistica.

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**In evidenza**

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Giovedì 6 e venerdì 7 ottobre 2022 Bari capitale del turismo via mare in Adriatico con la quinta edizione di Adriatic Sea Forum – Cruise, Ferry, Sail & Yacht  
(<https://www.risposteturismo.it/adriatic-sea-forum-capitale-bari/>)

🕒 27 Settembre 2022

Shopping Tourism sale oggi in cattedra all'Università Roma Tre.  
(<https://www.risposteturismo.it/shopping-tourism-universita-roma-tre/>)

🕒 27 Settembre 2022

Francesco di Cesare Wed 14 at SeatradeMed 2022 in Malaga  
(<https://www.risposteturismo.it/seatrademed22/>)

🕒 12 Settembre 2022

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## Dossier ADRIATIC SEA FORUM – SUSPORT

### SUSPORT e ADRIATIC SEA FORUM

A seguire i materiali che sono stati realizzati in occasione di Adriatic Sea Forum e in cui compare il vostro logo.

Qualche indicatore:

1. Oltre 9.000 destinatari per i mailing promozionali di Adriatic Sea Forum / Risposte Turismo
2. Oltre 250 accreditati nei due giorni di forum
3. Profili social Risposte Turismo: 1.600+ follower su LinkedIn, 500+ su Twitter
4. Profili social Adriatic Sea Forum: 4.600 follower su LinkedIn, 500+ su Twitter

Il materiale realizzato è stato raggruppato in tre sezioni:

1. Pre forum
2. Durante il forum
3. Post forum



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## 1. PRE FORUM

### N.2 D.E.M. EMAIL (CORPO CENTRALE E-MAIL)

Logo visibile nel corpo centrale delle e-mail. Ogni e-mail è stata mandata ad un database di oltre 9.000 utenti qualificati internazionali.



**LAST CALL: IT'S THE ADRIATIC SEA FORUM WEEK!**

Three years after the last edition, we call back to welcome participants from all over the Adriatic and beyond. In few days of Adriatic Sea Forum will be the perfect occasion to meet new and well-known professionals for business opportunities. Registrations are still available. Hurry up and join us in Bari for more networking channels and updates on the marketing channel.

Thursday October 6 at 7:30 PM the new edition of Adriatic Sea Tourism Report will be presented with special data about cruise & ferry traffic and a 2022 overview about markets and clusters in Adriatic.

**JOIN 200+ PARTICIPANTS @ ADRIATIC SEA FORUM 2022**  
 REGISTER NOW AT [ADRIATICSEAFORUM.COM/REGISTRATIONS](http://ADRIATICSEAFORUM.COM/REGISTRATIONS)

Thanks, Adriatic Sea Forum will give you the opportunity to keep up with the latest developments of the EU projects.

EU project logo (1/1)

DISCOVER THE FULL AGENDA REGISTER TODAY

**WE LOOK FORWARD TO MEETING YOU IN BARI!**

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Bari, 6-7 ottobre 2022

Basin, Colab, Ecolab, etc.

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**WE LOOK FORWARD TO MEETING YOU IN BARI!**

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Bari, 6-7 ottobre 2022

### SITO DELLA MANIFESTAZIONE [www.adriaticseaforum.com](http://www.adriaticseaforum.com)

Logo visibile nella pagina interna dedicata agli sponsor con link diretto alla pagina web del progetto

Highlights on European projects



## 2. DURANTE IL FORUM

### LANDING PAGE ACCESSIBILE TRAMITE QR CODE

Logo visibile nella landing page a disposizione dei partecipanti tramite QR Code, disponibile durante e dopo l'evento. Il logo rimanda al sito web del progetto.



#### Highlight on EU funded projects

Adriatic Sea Forum - Croatia Italy will be participating in several EU funded projects about MURSI, RISPOSTE TURISMO and TICODIA. European regional development projects active in the Adriatic area, which will be presented in Bari.



#### The 2022 edition of Adriatic Sea Forum is



### CARTELLINA DIGITAL ACCESSIBILE TRAMITE QR CODE

Logo visibile nella cartellina digital messa a disposizione di tutti i partecipanti durante l'evento, nella pagina di presentazione di partner e sponsor

## ADRIATIC SEA FORUM

CRUISE FERRY SAIL & YACHT  
 BARI 2022  
 OCTOBER 6-7

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### CAVALIERI A5

Cavalieri A5 posizionati in più punti delle sale.



#### HIGHLIGHTS ON EU PROJECTS



### ROLL UP DEDICATI AL PROGETTO

Roll up (1,5 x 2 metri) posizionati all'ingresso e occasionalmente spostati durante i due giorni per dare maggiore visibilità.



### SCHERMI PROIETTATI A FONDALE SALA E UTILIZZATI DURANTE LE SESSIONI

Logo su schermi proiettati nelle sale durante tutto l'evento ed utilizzati a rotazione durante le diverse sessioni della giornata.

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### BROCHURE DISTRIBUITE ALL'EVENTO

Brochure informative distribuite all'evento.



### 3. POST FORUM

#### RISONANZA DEI PROGETTI EU SUI MEDIA

- <https://www.ilnautilus.it/nautica/diporto/2022-09-27/a-bari-la-quinta-edizione-di-adriatic-sea-forum-cruise-ferry-sail-yacht-103375/> > Nell'ambito del forum ci sarà inoltre la possibilità di conoscere FRAMESPORT, SUSPORT e TECHERA, progetti europei di cooperazione interregionale attivi nello spazio Adriatico che saranno presentati a Bari.
- <https://news.gtp.gr/2022/09/30/adriatics-cruise-ferry-yacht-players-meet-maritime-forum-bari-italy/> > The forum shall also provide an opportunity to learn about FRAMESPORT, SUSPORT and TECHERA: European interregional cooperation projects active in the Adriatic area, which shall be presented in Bari.
- <https://www.economiadelmare.org/la-quinta-edizione-di-adriatic-sea-forum-si-e-aperta-oggi-2023-in-crescita-per-il-turismo-via-mare-in-adriatico/> > Spazio nel corso della due giorni di forum a Bari per la presentazione di MIMOSA, FRAMESPORT, SUSPORT e TECHERA, progetti europei di cooperazione interregionale attivi nello spazio Adriatico.

#### MAILING POST EVENTO DEDICATO AI PROGETTI EUROPEI

Da realizzare entro la fine dell'anno un mailing dedicato alla presentazione dei progetti europei con collegamento ipertestuale verso i siti internet o altra landing page da concordare.

[www.adriaticseaforum.com](http://www.adriaticseaforum.com)

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