

Del 2.4.1

HIGH LEVEL CONFERENCES FOLLOW UP REPORT

LP – CENTRAL ADRIATIC PORTS AUTHORITY

Project number:	10042741
Project acronym	REMEMBER
Project Title	REstoring the MEmory of Adriatic ports sites.Maritime culture to foster Balanced tERritorial growth
Start of the project	January 2019
Duration	42 months

Related activity:	2.4 – Public events
Deliverable name:	High-level conferences
Type of deliverable	Report
Language	English
Work Package Title	Communication Activities
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Work Package Leader	ADSPMAC – Central Adriatic Ports Authority

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Author (s)	ADSPMAC
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Delivery date	19/09/2022

Summary

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1st High Level Conference


General Information:

Date: 31st May 2019

Title of the event: Cultural Heritage as lever for the sustainable development of port cities

Modality: on-line

Agenda



Conceived and organised by
RISPOSTE TURISMO

in partnership with
EUROPEAN UNION

2019 EDITION PROGRAMME

Day One: Thursday, May 30th

h. 13.15 - 14.00 ADRIATIC SEA FORUM 2019: OPENING AND REGISTRATION

h. 14.00 Welcome speeches

h. 14.20 Presentation **Ancona host city of the 2019 edition**
After the previous editions held in Trieste (2013), Dubrovnik (2015) and Buva (2017), the forum calls Ancona, the capital of Marche region and at the very geographical center of Adriatic Sea.
Ida Simonella - Port councillor, Municipality of Ancona

h. 14.30 Presentation **Adriatic Sea Tourism Report 2019**
As for the past edition of the forum, in this too Risposte Turismo will provide delegates with updated info and evaluations about maritime tourism in Adriatic, pointing out data about cruise, ferry and nautical dynamics in the recent years alongside forecasts for the next months. News about investments, newcomers, UE funded projects and more complete the report's contents.
Francesco di Cesare - President, Risposte Turismo

h. 14.45 Round table **Growing together**
Maritime tourism embraces different businesses with many common elements, and each one of them presents wide opportunities to grow, fostering economy and employment in the Adriatic countries. During the round table managers belonging to the cruise, ferry and boating industries together with representatives of Adriatic territories and destinations will debate to understand which choices and directions can be taken to reach better results in the years to come.
Introduced and moderated by **Francesco di Cesare** - President, Risposte Turismo
Kristijan Pavić CEO, ACYCB
Tom Boardley Secretary General, CIA Europe
Jozse Tomasi President, Croatian Chamber of Economy Split County Chamber
Rodolfo Giampieri President, Central Adriatic Ports Authority and Representative, Italian Ports Association
Alessandra Priante Head of International Affairs and Protocol, MIPAAFT Ministry of Agriculture, food and forestry policies and tourism


h. 16.00 COFFEE BREAK

h. 16.30 Round table **Setting priorities**
Adriatic Port Authorities high-representatives will discuss to point out which passenger traffic (cruise, ferry, boating) needs more investments and efforts and why. Starting with presenting their own recent choices, the discussion will benefit of the recent available traffic data to share opinions, interpretations, points of view about maritime tourism in Adriatic.
Introduced and moderated by **Anthony La Salandra** - Managing director, Risposte Turismo
Andreas Ntasis President, Port of Igoumenitsa
Sonila Toska Vice General Director, Duress Port Authority

h. 17.30 Outside the range **Learning from outside: Barcelona**
Within the Med, Barcelona represents a case of excellence for more than just a single component of the maritime tourism. With the contribution of the President of the Barcelona Cluster Nautic, the forum's delegates will understand how a different area sets itself as leader in nautical tourism and what can be learned from it.
Antoni Tà - President, Barcelona Cluster Nautic
Interviewed by **Roberto Perocchio** - President of Assomarinas and Licina Board Member

h. 17.45 Round table **When environment matches with growth**
Facing environmental issues means not only engaging ourselves in a question which can no longer be put off but also finding new ways to reduce costs and increase operational efficiency. The round table will dive into this intriguing combination of goals through examples coming from different kind of companies involved in the maritime tourism.
Introduced and moderated by **Gabriella Chiellino** - President, Gruppo ambiente
Arianna Norcini Pala Head of European and national programmes unit, Rete Autostrade Mediterranee
Vasco De Cet Marina manager, Marina di Portofino
Attilio Dapelo Senior Vice President Engineering & Design, Merchant Ship Division, Fincantieri

h. 18.30 Technical sessions **Cruise - Ferry - Sail&Yacht**
3 concurrent focus groups (with 5 to 6 participants plus possible audience) to discuss one or more themes of crucial importance for the future of the 3 sectors in the Adriatic.



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Day Two: Friday, May 31st

h. 09.00 Results **Cruise - Ferry - Sail&Yacht priorities**
Recap of the recommendations and priorities identified during the technical sessions for each of the sectors through focus groups.

h. 09.30 Round table **The Adriatic as a GigaYacht hot spot**
GigaYachts are more and more in the spotlight, because of their outstanding standards, excellence, as well as lifestyle profiles of their owners or users. Many companies and operators are setting new goals for this specific luxury segment which brings relevant advantages to the involved destinations, and the round table will be the occasion to understand if the Adriatic is already a well-equipped destination or requires new investments to fit the gap.
Introduced and moderated by **Roberto Perocchio** - President of Assomarinas and Licina Board Member
Stefano Pagani Chairman, ICCMA Superyacht Division
Matjaž Francé Manager, Marina Isola
Dorijan Dujmic Managing Partner, BWA Yachting Croatia
Nizar Tagi President, Adriatic Yachting Association and Strategic advisor, Porto Montenegro
Galliano Di Marco CEO, Venice Yacht Pier

h. 10.30 Round table **Are ferries still a competitive business in the Adriatic?**
In a context widely changed, with so many available options for tourists to move and to reach destinations, it is worth to deepen which can be the role of the ferries within the maritime tourism phenomenon. From being a basic means of transport to get and present itself as a piece of a holiday or pleasure journey, it seems compelling how this product may maintain its centrality in the Adriatic passenger traffic.
Ugo Patroni Griffi President, Southern Adriatic Ports Authority
Matteo Della Valle Business Development, Trade and Chartering Manager and Trade Managers Coordinator, Grandi Navi Veloci
Massimo Di Giacomo CEO, Anel Lines Italia
Gianluca Pelligrini Technical Director, Central Adriatic Ports Authority
Ivana Jelincic President, IAVET (Italian Federation of Associations of Travel and Tourism Enterprises)

h. 10.30 Round table **Cruising in the Adriatic: thinking out of the box**
Adriatic is a strategic area for cruise ships' deployment, with so many attractive destinations and improved infrastructures and facilities which in some cases are state of the art. But to keep a high level of attention from the potential demand it's mandatory to build and propose new products, options and experiences. Managers representing ports, shore excursions organizers and cruise companies, the debate will unveil the possible news for this business in Adriatic.
Mihailo Vukic CEO, Allegro Port Agency
Janez Maček General Manager and Owner, Atlas Express
Leonardo Basso Country Manager Italy, MSC Cruises
Solir Ben Cjpa Owner, Siga Tours and CEO, STI - Saranda Tourism Industry Association
Antonio Di Monte General Manager, GPH's Italian Ports
Fabrizio Basso General Manager, Bar Cruise Port

h. 11.30 COFFEE BREAK

h. 12.00 Keynote speech **The EU sustain to the Adriatic future**
5 years after the launch of the EUSAR strategy, an update on what has been reached and what should be done in the years to come. From thematic pillars to the new cooperation programmes launched, the forum delegates will get new info about the opportunities (funds, facilitation, ideas) the EU is offering.
Evisi Koplika - Co-Coordinator for Albania with Croatia of Sustainable Tourism EUSAR Pillar and Director of Integrative, Coordination, Assistance and Agreements of Albanian Ministry of Tourism and Environment

h. 12.15 Keynote speech **Who wants the Adriatic?**
Why clients should prefer the Adriatic in the global market competition? Is the area known and perceived as a whole or do single cities and territories prevail in terms of awareness and attractiveness? Should the area focus on specific targets and, eventually, which ones? A manager of a leading international tour operator will share data and insights about these and other strategic questions.
Carlo Bizzozzi Director, Central Institut for Cataloguing and Documentation
Alberto Cozzi Project Manager, Port Network Authority of the Eastern Adriatic Sea
Robert Skiffic General Manager, Zadar Port Authority

h. 12.30 Focus **Calling the Adriatic**
Ports, itineraries, ships: which will be the future Adriatic map with regards to cruise tourism? Where the ships will go? Which could be the opportunities as well as the obstacles the companies involved in the business may deal with? Relevant cruise industry stakeholders will converse on these interesting subjects.
Interview to **Airam Diaz Pastor** - President, MedCruise - Association of Mediterranean Cruise Ports
Debate with **Kai Algar** - Operational Planning Manager, Fred Olsen Cruise Lines
and **Enrico Prunotto** - Executive Director Operations & Development Ocean, Viking Cruises

h. 13.15 MIDDAY NETWORKING LUNCHEON

Minutes

The first high level conference of REMEMBER project was organized by the Lead Partner, Central Adriatic Ports Authority, in the framework of the Adriatic Sea Forum 2019 hosted in Ancona on 30th and 31st May 2019.

The event titled “EXPLOITING PORT CULTURAL SITES FOR TOURISTS” was held on 31st May from 10.30 to 11.30 and focused on the importance for the Adriatic ports cultural sites to foster new opportunities of growth in order to make natural and maritime cultural heritage a leverage for territorial development. The round table was introduced and moderated by **Guido Vettorel** – *Head of Development and promotion unit, Central Adriatic Ports Authority* and was participated by **Carlo Birrozzi** – *Director, Central Institute for Cataloguing and Documentation*, **Alberto Cozzi** – *Project Manager, Port Network Authority of the Eastern Adriatic Sea*, **Robert Škifić** – *General Manager, Zadar Port Authority*

During the event, as foreseen by REMEMBER project, all partners representatives **signed the Memorandum of Understanding** setting up the **ADRIATIC PORTS CULTURAL NETWORK** (act 5.1) to confirm and highlight the strong involvement of project partners to jointly preserve and promote the historical maritime heritage of the Adriatic ports.

The Memorandum was signed also by the Port Authority of Split as port engaged in REMEMBER project objectives and outcomes although not directly involved in the partnership.

Results

The speakers shared ideas about the importance of retrieving the important cultural links on which the relationship between the cities and the port was built up across the centuries and to communicate to the local communities the richness in terms of maritime cultural heritage that permeates the common local knowledge and traditions. Moreover, it was highlighted by the speakers the intense common cultural background between the two Adriatic shores that defined, in the course of the history, common roots and cultural references making the Adriatic a unique eco-system, a common ground for social and economic relations, a link instead of a border.

Photos





2nd High Level Conference

General Information:

Date: 24th November 2020

Title of the event: Cultural Heritage as lever for the sustainable development of port cities

Modality: on-line



Interreg Italy - Croatia REMEMBER  **ONLINE CONFERENCE INVITATION**

CULTURAL HERITAGE AS A DRIVER OF PORT CITIES' SUSTAINABLE DEVELOPMENT

Tuesday 24th November 2020

First talk promoted by **Adriatic Ports Cultural Network** language: English, Croatian, Italian

 ANCONA
  RAVENNA
  VENEZIA
  TRIESTE
  RJEKA
  ZADAR
  SPLIT
  DUBROVNIK

Minutes

On November 24th, with over **200 participants** and the appreciation of **UNESCO**, the International Conference on "**Cultural Heritage as a lever for the sustainable development of port cities**" was held.

With our great pride the participation was important. This is a trace of the first real result of the REMEMBER project: the **joint commitment** of the leading port cities.

The joint interest in the issues was also underlined by the geographer **Franco Farinelli**, who opened the works with praise to the great step forward in the fight against the crisis of territorial models.

The speakers debated on the theme of the sea as the main engine of the economy, taking for example the Venetian case and how, in the lagoon: "*The flourishing mercantile economy allowed, in medieval, Renaissance and then modern times, the development of culture, arts and technological innovation*". These are the words of **Pino Musolino**, Extraordinary Commissioner of the Port System Authority of the Northern Adriatic Sea. Musolino made us part of the initiative that the Veneto region is carrying out: the "Virtual Museum of the Port of Venice". An innovative project, capable of exploiting augmented reality to allow everyone to rediscover the ancient traditions of the port city and follow the evolution of Venice's trade routes, from the Mediterranean to Northern Europe.

Of great impact was the speech by **Rodolfo Giampieri**, President of the Port System Authority of the Central Adriatic Sea, project leader, who underlined the importance of a port for his city: "*The cultural heritage of ports has the great advantage to be immediately recognizable by those who live in a port city and by those who work there. Port and city can find, in the cultural dimension, the key to growing together again*".

Port as an engine of the economy, including tourism. This is the observation that the representative of the Veneto Region, managing authority of the Italy-Croatia program, **Federico Rosset**, gave us. At the end of the institutional interventions, Rosset highlighted the particular importance of ports as protagonists in the construction of new tourism models in the Adriatic Sea.

The conference's today more relevant than ever, in times of pandemic and, even before, in the wake of the UN's 2030 Agenda. **Ernesto Ottone Ramirez**, Unesco Keynote speaker, Deputy Director General for Culture, former Chilean Minister, informed us of the establishment of the "Task force for resilient tourism": a space to implement models able to achieve a balance between social, economic, environmental and cultural dimensions.

This is followed by the interventions of Professor **Carola Hein** of the University of TU-Delft who placed port cities at the center of the project for building sustainable cities. Ideas that were also echoed in the speech of **José Sánchez**, International Project Manager: not only sustainability, but also culture as a fundamental application profile of the UN 2030 Agenda on the subject of maritime cities.

Domagoj Drazina, Project Manager and Education Curator of the National Museum of Zadar, then presented us the greatest challenge for today's museums: involving the public. The aim is in fact to make it active, to tell the same story, "together".

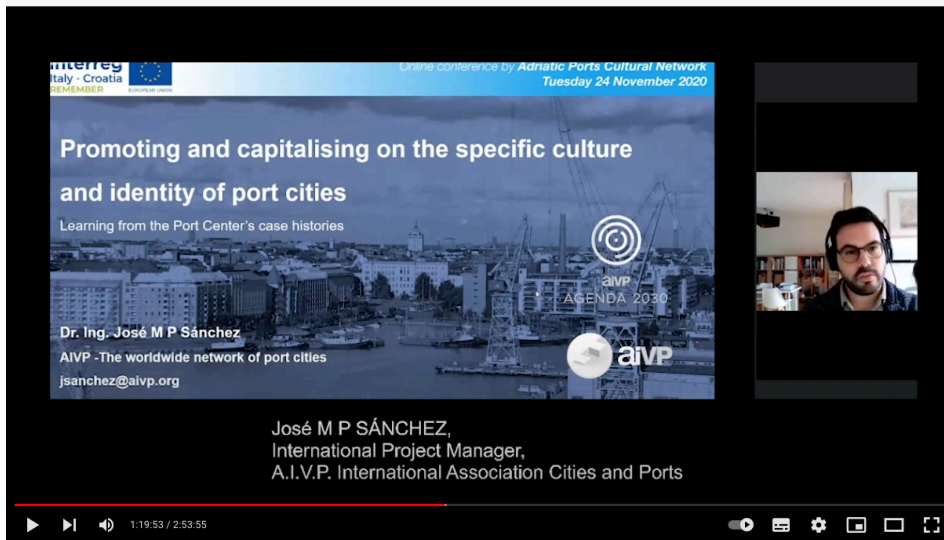
Professor **Paolo Clini**, of the Marche Polytechnic University moved in the same vein. "*The virtual copy*" - says the Professor - "*makes art democratic*": a tool accessible to all, in the most varied realities and dimensions.

Lastly, the launch of the "**Adrijo**" brand of the cultural network of the eight Adriatic ports, described by **Guido Vettorel** - Head of Development, Promotion, Statistics, Communication and EU Projects of the Central Adriatic Port Authority - as a story shared by the leading cities of the project, capable of accompanying them in their immersive experiences.

The conference thus came to an end with the intervention of the Mayor of Ancona, **Valeria Mancinelli**, Anci delegate for port cities. In her words, the appreciations to the intentions shared by the Partners of the project are clear: the reconstruction of a common identity, today more urgent than ever. **Innovation and future, hand in hand with culture and tradition.** This is the "core" of the Remember project.

The video of the conference is available here: <https://www.youtube.com/watch?v=Gb043l3-7Kk>





The cultural dimension of port city vision
What is culture? What is port city culture?



Universiteit Leiden
TU Delft
Erasmus University Rotterdam

1:04:17 / 2:53:55

3rd High Level Conference

General Information:

Date: 19th of July 2021

Title of the event: Restarting of the touristic sector in the Adriatic Area

Modality: on-line

Agenda



ONLINE CONFERENCE
**RESTARTING OF THE TOURISTIC
SECTOR IN THE ADRIATIC AREA**

Second talk
promoted by 
ADRIATIC PORTS
CULTURAL NETWORK

**Monday 19th
July 2021**

REGISTER HERE - TO JOIN THE CONFERENCE: <https://forms.gle/vrYcwFZdbfZrdzuJ7>

MODERATOR: DARKO BUKOVIĆ

10.00 a.m. > INSTITUTIONAL ADDRESSES

Kristijan Pavić, President of board of directors, Dubrovnik port Authority
Jelka Tepšić, Deputy Mayor – City of Dubrovnik
Guido Vettorel, Head of unit development, promotion, statistics, communication and EU projects, Central Adriatic Ports Authority

10.20 a.m. > KEYNOTE SPEECH

Vlasta Klarić, EUSAIR PC deputy/FP Thematic Expert Department for European Affairs, Policies and Strategies, Croatian Ministry of Tourism and Sport
Laura Cimaglia, MedCruise VP, Director of Ports, Cities and Destinations

11.00 a.m. > ROUND TABLE - Rebranding the future of tourism in the Adriatic area

Jelka Tepšić Deputy Mayor – City of Dubrovnik, Dubrovnik tourism pre- and post COVID 19 pandemic

Kristijan Pavić Chairman of the board of ACI Marinas d.d. Nautical tourism pre – and post COVID 19 pandemic trends

Central Adriatic Ports Authority - Guido Vettorel
Dubrovnik port Authority – Kristina Laptalo – Independent associate for EU projects
Port of Ravenna Authority – Francesco Magagnoli – Project Officer
Split port Authority - Ana Matulić – Head of Commercial Affairs Department
Port Network Authority of the Eastern Adriatic Sea – Alberto Cozzi – Project manager
Zadar port Authority – Đoni Stambuk – Deputy general manager

11.40 a.m. > CONCLUSIONS

Pantelis Karapiperis, Municipality of Igoumenitsa, Presidency City of Forum of Adriatic and Ionian Cities (FAIC)

12.00 a.m. > END OF THE CONFERENCE

REGISTER HERE - TO JOIN THE CONFERENCE: <https://forms.gle/vrYcwFZdbfZrdzuJ7>

 www.italy-croatia.eu/web/remember  [rememberprojectadrijo](https://twitter.com/rememberprojectadrijo)

Participants

The III High Level Conference of REMEMBER project was participated by 65 participants including the partners representatives and stakeholders from the field of tourism and culture.

Minutes

The main objective of the event was to present to the public a strategy for restarting the touristic sector after the Covid emergency. The event was held only online.

The discussions focused on the importance of elaborating a right and efficient strategy to relaunch the touristic sector, enhancing the social and economic paths that have been highly impacted by the Covid crisis.

The speakers of the event were: **Rodolfo Giampieri**, President of Central Adriatic Port Authority, **Kristijan Pavić**, President of board of directors, Dubrovnik port Authority, **Jelka Tepšić**, Deputy Mayor – City of Dubrovnik, **Guido Vettorel**, Head of unit development, promotion, statistics, communication and EU projects, Central Adriatic Ports Authority, **Vlasta Klarić**, EUSAIR PC deputy/FP Thematic Expert Department for European Affairs, Policies and Strategies, Croatian Ministry of Tourism and Sport, **Laura Cimaglia**, MedCruise VP, Director of Ports, Cities and Destinations, **Jelka Tepšić**, Deputy Mayor – City of Dubrovnik, **Kristijan Pavić**, Chairman of the board of ACI Marinas d.d., **Kristina Laptalo** from Dubrovnik port Authority, **Francesco Magagnoli** from Port of Ravenna Authority, **Ana Matulić**, Head of Commercial Affairs of Split port Authority **Alberto Cozzi** from Port Network Authority of the Eastern Adriatic Sea, **Doni Štambuk** from Zadar port Authority, **Pantelis Karapiperis**, Municipality of Igoumenitsa, Presidency City of Forum of Adriatic and Ionian Cities (FAIC).

The conference was moderated by **Darko Bukovic**.

Results

The speakers focused on the relevance of the touristic and cultural sector for the Adriatic Ionian dimension, in coherence with the EUSAIR strategy priorities, and for the Mediterranean dimension, according to the MEDCruise Vice president. In this sense, the speakers highlighted the importance of seeking alternative forms of tourism in order to relaunch the touristic sector, with particular reference to the cruise travelers, in line with the need to adapt the offer to the post COVID-19 pandemic situation. REMEMBER project can contribute to the proposal of more sustainable touristic offers, based on cultural and digital contents, through the Adrijo platform ongoing implementation.

Pictures

Broadcast capabilities are turned on. This meeting may be broadcast or shared.

Privacy policy
Dismiss

Mid and Long-Term Measures




Respect the City Action Plan



Mid Term
Long Term

01:22:42

Request control

EUSAIR TSG4 COMMON ACTIONS

FOR RESTARTING TOURISM

- EUSAIR and TSG4 priorities
- WHY - Challenges
- HOW - Strategic Project Ideas – TSG4 Flagships
- Perspectives

54:45

Request control

REPUBLIC OF CROATIA
Ministry of Tourism and Sport

People

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Currently in this meeting (14)

- KD Kristina Laptalo DPA (Guest)
- A ADSPMAC (Ospite) (Guest)
- AC Alberto Cozzi - Port of Triest...
- AM Ana Matulic
- BF Bruno Fedi (Guest)
- DS Džoni Stambuk
- FM Francesco Magagnoli (Port o...
- GV Guido Vettorel - Central Adri...
- IM Ivan Mihaljevic Organizer
- JD **Jelka Tepsic Dubrovnik (Guest)**
- KP Kristijan Pavić
- LC Laura Cimaglia
- PK Pantelis Karapiperis (Guest)
- VK Vlasta Klaric (Guest)

EUSAIR TSG4: TOP PRIORITIES PER TOPIC

Sustainable Tourism



56:55

Request control

7

Hide participants

Broadcast capabilities are turned on. This meeting may be broadcast or shared.

+6

ADSPMAC (Ospite) | DS | KP | JD | GV | LC

Djoni Stambuk | Kristijan Pavić | Jelka Tepić Dubrovnik... | Guido Vettorel - Cent... | Laura Cimaglia

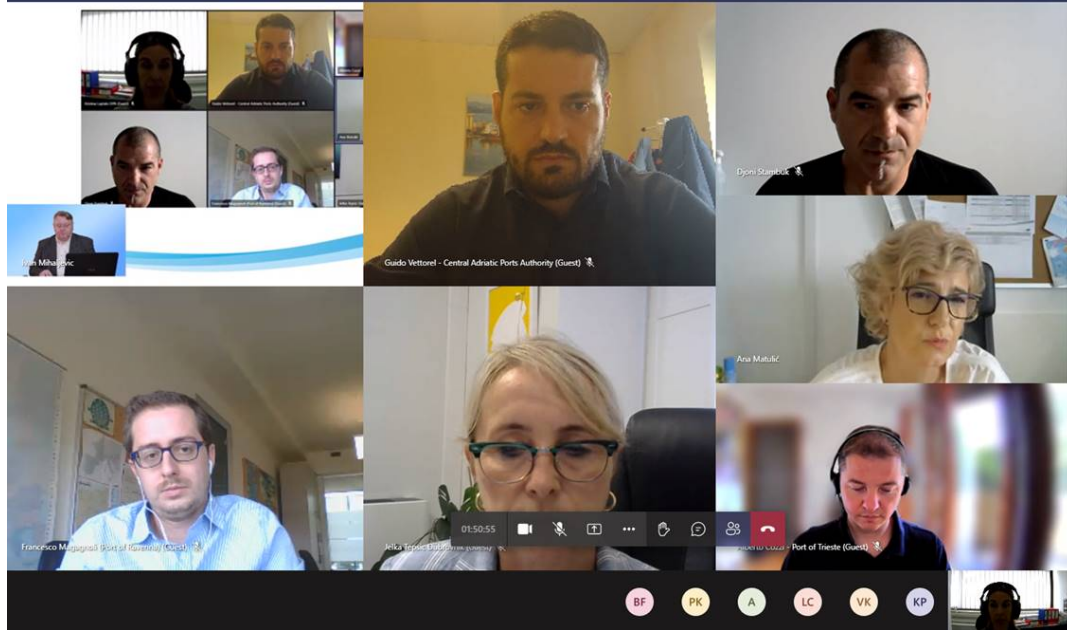
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People

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- AM Ana Matulić
- BF Bruno Fedi (Guest)
- DS Djoni Stambuk
- FM Francesco Magagnoli (Port o...
- GV Guido Vettorel - Central Adri...
- IM Ivan Mihaljevic Organizer
- JD Jelka Tepić Dubrovnik (Guest)
- KP Kristijan Pavić
- LC Laura Cimaglia
- PK Pantelis Karapiperis (Guest)
- VK **Vlasta Klaric (Guest)**



01:50:55

Request control

+6

BF | PK | A | LC | VK | KP

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People

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- AC Alberto Cozzi - Port of Trieste...
- AM **Ana Matulić**
- BF Bruno Fedi (Guest)
- DS Djoni Stambuk
- FM Francesco Magagnoli (Port o...
- GV Guido Vettorel - Central Adri...
- IM Ivan Mihaljevic Organizer
- JD Jelka Tepić Dubrovnik (Guest)
- KP Kristijan Pavić
- LC Laura Cimaglia
- PK Pantelis Karapiperis (Guest)
- VK Vlasta Klaric (Guest)

4th High Level Conference

General Information:

Venue: Central Adriatic Port Authority, “Sala Marconi”

Date: 23rd of June 2022

Title of the event: ADRIJO- Adriatic Ports Cultural Network: linking maritime travelers, territories, communities

Modality: online and in presence

Agenda



ONLINE AND IN-PERSON FINAL CONFERENCE

**ANCONA , MOLO S. MARIA, SALA MARCONI
23RD JUNE 2022**

DIGITAL TOOLS TO PROMOTE DESTINATIONS.
ADRIJO- Adriatic Ports Cultural Network: linking maritime travellers, territories, communities.

REMEMBER
Restoring the Memory of Adriatic ports sites.
Maritime Culture to foster Balanced Territorial growth

- 11:00 INSTITUTIONAL WELCOME
- 11:15 **The valorisation of the Adriatic maritime cultural heritage: the results of REMEMBER project and ADRIJO - Adriatic Ports Cultural Network**
Guido Vettorel Central Adriatic Ports Authority
- 11:30 KEYNOTE SPEECH
Tourism trends in the Adriatic. An overview.
Anthony La Salandra Director, Risposte Turismo
- 11:45 ROUND TABLE
Maritime passenger flows as leverage for sustainable tourism promotion
Marche Region
Vincenzo Garofalo President, Central Adriatic Ports Authority
Đoni Štambuk General Manager, Zadar Port Authority
Mihaela Kadlja Director, Zadar Region Tourist Board
Francesco Galletti National Director Italy, CLIA- Cruise Lines International Association
Lorenzo Vera Vice President, MedCruise
moderated by
Michele Romano (Il Sale 24 Ore)
- 13:00 **The Future of Cooperation**
Anna Flavia Zuccon Managing Authority Director, Italy-Croatia Programme
Annalisa Fazzini University of Teramo, APPRODI PLUS PROJECT
- 13:20 END OF THE CONFERENCE
LIGHT LUNCH

PROJECT PARTNER



Participants

The IV and final High-Level Conference of REMEMBER project was participated by 32 participants including the partners representatives and stakeholders from the field of tourism and culture (1 Local, regional and national public authorities; 5 Regional and local development agencies, enterprises; 2 Associations, regional innovation agencies and 1 Education and training organisations).

Minutes

The main objective of the event was to discuss on how digital tools such as the ADRIJO can be helpful to promote destinations, highlighting their potential to involved regional and local stakeholders in the field of tourism and culture.

The event was held in the Central Adriatic Port Authority.

The discussions focused on the importance of exploiting digital tools to connect maritime travelers, territories, communities.

The speakers of the event were: **Guido Vettorel**, Head of unit development, promotion, statistics, communication and EU projects, Central Adriatic Port Authority, **Anthony La Salandra**, Director of Risposte Turismo, **Vincenzo Garofalo**, President of Central Adriatic Port Authority, **Doni Stambuk**, Central Manager of Zadar Port Authority, **Mihaela Kadija**, Director of Zadar Region Touristic Board, **Francesco Galietti**, National Director of CLIA, Cruise Line International Association, **Lorenzo Vera**, Vice President of MEDCRUISE, **Anna Flavia Zuccon**, from Managing Authority Director of Italy-Croatia Programme and **Annalisa Fazzini** from University of Teramo.

The round table was moderated by **Michele Romano**, journalist of Il Sole 24 ore.

Results

The speakers highlighted the importance of the ADRIJO network to introduce new inspirations and touristic proposals for the cruise passengers in the Adriatic basin, in order to promote the shift to a more sustainable and environmentally friendly tourism.

In particular, Lorenzo Vera, vice president of MEDCRUISE, considers ADRIJO network and platform as a best practice to be transferred to other cruise passengers' ports of the Mediterranean area for the promotion of the maritime cultural heritage as leverage for more inclusive and sustainable tourism related activities.

Pictures







