



25th – 26th September 2013

Bari, BOSCOLO Hotel

Towards the EU Strategy for the for the Adriatic Ionian Macroregion

The European Commission, in co-operation with 4 EU Member States (Croatia, Greece, Italy and Slovenia) and 4 non EU Countries (Albania, Bosnia and Herzegovina, Montenegro, Serbia) is presenting – by the end of 2014 – the EU Strategy for the Adriatic and Ionian Region “EUSAIR”.

The Macro-regional Strategy for the Adriatic and Ionian area aims at bringing new impetus for co-operation and investment to the benefit of the involved areas. In fact, many of the problems hindering the effective development of the area can only be tackled through the cooperation among the involved Countries, and the many opportunities for growth and jobs can only be seized through a macro-regional approach. Moreover, the EUSAIR is intended to significantly contribute to the EU integration of the candidate and potential candidate Countries of the area.

The Macroregional Strategy, then, shall be developed around areas of mutual interest, with high relevance for the involved territories: in turn, and through a massive stakeholders’ consultation, **the main objectives and related initiatives should emerge as shared aspirations and solutions to common Adriatic Ionian challenges.**

So far, and following some preliminary consultation meetings, the forthcoming Macroregional Strategy is intended to be built around four thematic “Pillars”: *“Driving innovative maritime and marine growth”, “Connecting the region”, “Preserving, protecting and improving the quality of the environment”, and “Increasing regional attractiveness”.*

“Research, innovation and small and SMEs development” and *“Capacity building”* will be cross-cutting issues.

“ADRIGOV” Project, leaded by Molise Region and funded by the CBC IPA Adriatic Programme 2007/13 - starting from the Adriatic-Ionian Euroregion - is aimed to contribute to the finalization of the EUSAIR. Within the framework of “ADRIGOV” and the abovementioned consultation process, Puglia Region, partner of the project, is organizing a dedicated workshop **“Towards the Adriatic Ionian Macroregion: policies and tools for increasing regional attractiveness”** (25th September) where starting the thematic confrontation among the main stakeholders/networks operating in the area, in order to obtain their contribution to the drafting process of the Operational Plan of the Macroregional Strategy. The participation of the main institutional referents (EU Commission, National Contact and Focal Points) is foreseen, too, to inform about the procedural path leading to the Adriatic Ionian Macroregion set up.

More tailored on the “ADRIGOV” project objectives and on the **Adriatic Ionian Euroregion Committee for Tourism and Culture** the workshop taking place on the 26th of September, where a dedicated panel on regional strategies and a confrontation on the Adriatic best practices in the field of tourism and culture represent the main focus.





25th September 2013

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***“Towards the Adriatic Ionian Macroregion:
policies and tools for increasing regional attractiveness”***

15.30 Welcome speech by **Ms. Silvia GODELLI**, Regional Councillor for Tourism and Culture

Opening by **Mr. Francesco Cocco** – Molise Region, ADRIGOV Project Manager

16.00 *The Adriatic Ionian Macroregion for increasing regional attractiveness*

- European Commission, DG Regio (T.B.C)
- Italian Ministry of Foreign Affairs, General Direction for European Union (National Contact Point)

Cons. Leg. **Mr. Andrea Vitolo**

- Croatian Working Group “ Increasing Regional Attractiveness” (T.B.C)
- Albanian Working Group “ Increasing Regional Attractiveness” (T.B.C)

17.30 *Coffee break*

17.45 *The European Territorial Cooperation and the contribution of the networks of the Adriatic and the Ionian Seas to the definition of the Action Plan of the Adriatic Ionian Macroregional Strategy - “Increasing Regional Attractiveness” Pillar*

Opening by **Mr. Bernardo Notarangelo**, Puglia Region, Mediterranean Department

- Adriatic-Ionian Euroregion
- Adriatic Ionian Initiative Secretariat
- Forum of the Adriatic and Ionian Chambers of Commerce
- Forum of the Adriatic and Ionian Cities
- UNIADRION – Network of Adriatic and Ionian Universities
- Adriatic Ionian Arc Association

19.00 End of works





26th September 2013

“Adriatic-Ionian Euroregion Thematic Committee on Tourism and Culture”

- 9.30 Registration of participants
- 9.45 Opening and welcome by Puglia Region **Ms. Silvia Godelli**, President of AIE Committee Tourism and Culture and **Mr. Francesco Cocco**, AIE General Secretary
- 10.00 Regional Strategy and best practices on Tourism and Culture – **Mr. Francesco Palumbo**, Puglia Region
- 10.45 Panel and debate with Adriatic-Ionian Euroregion members and AdriGov Partners
- 12.00 End of works

