



## 2016 GENERAL ASSEMBLY CPMR BALKAN & BLACK SEA COMMISSION

30 May 2016, Istanbul (TR)

### DRAFT MINUTES

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#### TOURISM WORKING GROUP SESSION

**Mr Patrick Anvroin**, CPMR Director in charge of the follow-up of the CPMR Balkan and Black Sea Commission (BBSC) welcomed participants, and greeted in particular **Ambassador Bratislav Đorđević**, Executive Manager at the Permanent International Secretariat of the Organization of the Black Sea Economic Cooperation (BSEC PERMIS). He warmly thanked **Black Sea Economic Cooperation (BSEC)** and Mr **Nicholas Emirzas, Executive Manager** for hosting and providing logistical support for the 2016 CPMR BBSC General Assembly meetings organisation.

**Ambassador Bratislav Đorđević, Executive Manager at the Permanent International Secretariat of the Organization of the Black Sea Economic Cooperation (BSEC PERMIS)** opened the floor with his speech on *“the role of a regional organization in strengthening cooperation in tourism in the wider Black Sea area”*. He expressed his pleasure to host for the first time the CPMR BBSC event in the BSEC premises and hoped to see this event continue in the future.

He briefly presented the organisation of the BSEC, which promotes cooperation with third parties in various issues of mutual concern through dialogue partnership and sectoral dialogue partnership. The CPMR is the sectoral dialogue partnership in BSEC, and a Memorandum of Understanding is under preparation.

As regards Tourism, the Regions should use the assets of the Black Sea area for developing national economies in the BSEC Member States, promoting regional cooperation and shaping this area as an attractive tourist destination. Moreover, being interconnected with other fields, tourism can also contribute to substantial development when combined with other activities, such as culture, transport and business. The BSEC Working Group on Cooperation in Tourism strengthens cooperation by implementing concrete projects and the goals established in the Economic Agenda “Development of Tourism and Protection of Cultural Heritage”.

He particularly underlined the lack of adequate financial resources that hinders the development of more projects in this area. Therefore it is important that the Governments and the Ministries of Tourism and Culture of the BSEC Member States study the projects and extend funding that could significantly contribute to enhanced regional cooperation and sustainable development in Tourism.

The Ambassador concluded that the BSEC Member States should combine their efforts to encourage and implement joint projects that will foster tourism, infrastructure and transport investments contributing to economic and social prosperity. - [read the full speech](#)

**Mr Anvroin** believed strongly that the joint active work between BSEC, as an organisation of States, and the CPMR, as an association of Regions, in developing concrete projects could lead to create valuable synergies.

**Mr Zviad Eliziani, Chairman of the International Business Development and Investment Centre (IBDIPC) (Georgia)**, talked about the *“potential and perspectives in the Black Sea region in the field of cross-border tourism”* mentioning that the basis for a sustainable tourism development in the EU is partnership and cross-border cooperation. These involve productive use of the common tourism resources, the harmonization of transport and the access to infrastructure, accommodation, as well as a common policy regarding the organisation of cultural events.



The major priorities of cross-border tourism include the creation of transnational products, destinations, services, and thematic routes as well as developing sustainable mobility and transportation while strengthening the tourism management activities and regional identity. These bring advantages as they enable a higher economic competitiveness of all actors in the tourism industry, including various business integrations.

Successful cross-border cooperation depends on the involvement of stakeholders at all levels e.g. national and local actors to bring parties together for political and financial support, and project implementation. The participatory approach with public and private sector partnerships is essential and could benefit businesses and people living in the Region, and create new economic and travel opportunities through sustainable tourism. Institutionalization is the key factor influencing trans-border regions' marketing. Therefore close coordination and common marketing tools between stakeholders are also important. He mentioned eco-tourism as a huge potential of the wider Black Sea Region and enumerated some concrete experiences at international level.

He concluded by indicating further spheres that can be explored in the future for cross-border tourism. - [see the PowerPoint presentation](#)

**Mr Knut Gerber, Project Manager from the Georgian Chamber of Commerce and Industry** expressed his interest in the “**subsidiarity concept**”, which he believed should be taken into account in the future joint work. Subsidiarity implies that the decisions should be taken by the Regions. He mentioned that personally he was more oriented towards regional cooperation than to cross-border cooperation between countries. Additionally, it is very important that the Regions understand that they have a responsibility in developing tourism in their Regions.

**Mr Anvroin** confirmed the importance of the subsidiarity concept, very important for the CPMR, and reminded regional and local authorities to take this opportunity to commit themselves in these issues. Incidentally, the CPMR has been developing its relationships with the Georgian Tourism Ministry Departments and the Regional Authorities, which are not yet Members of the CPMR.

**Dr Anna Vartanian, Odessa State Environmental University - Member of the Black Sea Universities Network (Ukraine)** introduced the “**Regional Development Strategies in the Sustainable Tourism Promotion in BSB countries**”, focusing on the work in the cooperation project “Tourism Paths of the Black Sea Region”. This project started in 2014 and has been running up to now under the EU programme “Black Sea Basin 2007 – 2013, prolonged until 2016. The development of tourism activities, results and potential in Odessa Region were presented. - [see the PowerPoint presentation](#)

**Mr Danko Ćosić, Director of Programmes, Danube Competence Centre (Serbia)** introduced the “*Danube Competence Center (DCC) as a Model for Cooperation along the Danube*”. The DCC is a regional organisation based in Belgrade and bringing together different tourism actors aiming to develop Danube competitive and sustainable tourism.

The DCC supports networks of tourism actors from the whole Danube region by enhancing trans-and international cooperation; investing in people and skills; and promoting mutual interests of its members.

The DCC focus on cultural heritage, natural heritage and active tourism. These 3 topics each have 3 drivers, which are product development, marketing and advocacy at the EU level. He believed that there are 4 elements of promotion and development between Danube and Black Sea Regions which are good basis: collaborative promotion; joint projects and initiatives using EU funds; communication; and exchange of good experiences.

Mr Ćosić stated that an unequal level of tourism development in the Danube between the Upper Danube (from Germany to Hungary) and Lower Danube (from Croatia to Ukraine) is real and underlined the necessity of working together. - [see the PowerPoint presentation](#)

**Mr Anvroin** recalled that the CPMR also can help in developing projects as it currently does for the recent EU Strategy for the Adriatic and Ionian Region (EUSAIR). He recalled that BBSC Members are concerned by the Danube and the Black Sea Strategies and are interested in following all projects.

For **Dr Oğuz Demir, Chairperson of the Economists' Association, Director of the EU Research Centre, Assistant Professor of Economics, Istanbul Commerce University (Turkey)**, it is essential to include the travel agencies at the beginning of the process in order to succeed in doing good trade. The Black Sea Core Corridor Project is aiming to build the potential of the Region.



**The next meeting of the BBSC WG on Tourism will take place on Thursday 3 November 2016**, within the framework of the CPMR General Assembly, in Ponta Delgada (Azores, Portugal). During the meeting there will be a discussion on the proposed [Action Plan 2016-2018](#) and the identification of the initiatives to be implemented in 2017. All BBSC members will be kindly invited to briefly present a project where they participate. This will enable to identify the political and technical priorities and focus on them.

## BUSINESS WORKING GROUP SESSION - PROMOTING ENTREPRENEURSHIP FOR DEVELOPMENT

**Mr Berkol Alevli**, North Anatolian Development Agency, Coordinator Investment Support Office - Sinop, and Advisor to the Secretary General of the CPMR for questions relating to the Turkish Maritime Provinces and Metropolitan Municipalities, coordinator of the WG on Business Cooperation (Turkey), introduced the topic of the session and invited **Mr Gürsel Kızılaslan** to take the floor with the focus on *“Promoting Regional Entrepreneurship”*.

**Mr Gürsel Kızılaslan**, Manager, Small and Medium Business Development and Support Administration (KOSGEB) Bogazici Service Centre, Ministry of Science, Industry and Technology (Turkey), presented the KOSGEB organisation which aims to increase the share and effectiveness of SMEs in the Turkish economy and strengthen its competitiveness. KOSGEB acts to provide access to valuable information and networks, and to increase the exporting capacities of SMEs in the global market.

KOSGEB has also signed a Memorandum of Understanding (MoU) with some organisations from countries of the Balkans and Black Sea area. In addition to financial support, KOSGEB also provides programme services in collaboration, thematic projects, entrepreneurship, R&D, Innovation and Industrial fields. - [see the presentation](#)

**Dr Oğuz Demir**, Chairperson of the Economists' Association, Director of the EU Research Centre, Assistant Professor of Economics, Istanbul Commerce University (Turkey) in his presentation about *“Social Entrepreneurship in the wider Black Sea region”* stressed the relationship between innovation and entrepreneurship. - [see the presentation](#)

**Ms Meltem Güney**, Executive Manager, Permanent International Secretariat of the Organization of the Black Sea Economic Cooperation, underlined the importance of developing the business culture and education in developing entrepreneurship.

**Dr Apostolos Papafotiou**, Regional Councillor in charge of International Relations & European programmes, Region of Peloponnese (Greece), focused on *“Strengthening entrepreneurship through European programmes – Implementation in the Region of Peloponnese”*. Dr Papafotiou introduced the public tools that the Region of Peloponnese uses to enhance the business and entrepreneurship in the Region.

The Region relies on its Integrated Strategic Plan but also on the European framework of the Europe 2020 Strategy, European Structural and Investment Funds, and Research and Innovation Strategies for Smart Specialisation, EUSAIR, etc.

He recognised that due to the nature of the Peloponnese Region, a priority is oriented towards Tourism, without neglecting agro-food and research sectors. European Territorial Cooperation comprises the main tool for strengthening territorial cooperation overall.

The main objectives remain in boosting economic development and creating job opportunities in the Region, as well as achieving the targets mentioned in the EU framework. Some examples of concrete achievements were given e.g. Construction of the Bridge connecting Kalamatato to Athens. He underlined the high level of education in the Region and regretted that young people are not in good conditions nowadays to set up businesses. - [see the presentation](#)

**Ms Georgia Chantzi**, Research Fellow, International Centre for Black Sea Studies (ICBSS) focused on the *“Black Sea Horizon project: Science, Technology and Innovation in the wider Black Sea region”*. The International Centre for Black Sea Studies (ICBSS) is a regional think-tank related to BSEC that helps to



promote research, knowledge and encourage multilateral cooperation within BSEC and regional and international stakeholders in the various fields of common interest.

The Black Sea Region shows a great potential and a remarkable progress in STI thanks to cooperation through the BSEC Working Group as well as the EU in the framework of the Black Sea Synergy and the bilateral and multilateral projects.

The Black Sea Project is funded by Horizon2020 and aims to strengthen the Black Sea's countries' capacity on STI at policy level and operational level. The objectives are to support EU-Black Sea Region relations, to stimulate bi-regional STI cooperation and also strengthen the EU's economic competitiveness. - [see the presentation](#)

## STATUTORY SESSION

**Ms Christiana Kalogirou**, Regional Governor of North Aegean (Greece), and 1<sup>st</sup> Vice-President of the CPMR Balkan and Black Sea Commission, welcomed participants.

She particularly greeted the participation of Turkish members who have re-activated their membership within the CPMR and the Commission. She called on members to cooperate more strongly and closely and to strengthen ties. Tackling the economic and migration difficulties in the area remain the priority for the Members. Nevertheless, she underlined that this Commission has already made steps forward and will continue to move forward and be active by participating in the EU cooperation programmes. - [read Ms Kalogirou's full speech](#)

The Draft Minutes of the Pre-Assembly meeting held in Florence on 5 November 2015 was unanimously adopted.

**Mr Patrick Anvrouin**, Director at CPMR and in charge of the follow-up of the BBSC, presented the **Activity Report 2015-2016** and **Work Programme 2016-2018**.

The 2015-2016 Activity Report summarises the main activities and events in which the Commission has taken part during the two last years. There is a strong emphasis on the preparation of five projects in the framework of the European cooperation programmes. The Commission aims to shape the integrated maritime policy in the Black Sea, develop the sectorial policies dealing with the sea strategies and with the blue economy as a whole. - [see the detailed presentation of the 2015-2016 Activity Report](#).

This Activity Report was approved by the Assembly.

In the presentation of the **2016-2018 Work Programme**, the priorities remain in promoting close collaboration between the Members, non-Members, European Institutions and the Black Sea Stakeholders and participating in shaping macroregional strategies at regional and EU level: Black Sea Synergy, EU Strategy for the Danube Region (EUSDR) and EU Strategy for the Adriatic and Ionian Region (EUSAIR) in particular. - [see the detailed presentation of the 2016-2018 Work Programme](#).

The Commission endeavours to set up and implement concrete projects between its Members and non-Members to promote development in the Region. Two Working Groups on Business Cooperation and Tourism are very active to achieve the priorities.

He concluded by announcing the schedule for the forthcoming period.

The report on the 2015 and 2016 accounts of the Balkan and Black Sea Commission and an outlook for 2017 have been sent in advance to the members of the Commission. No observation being registered, they were approved by unanimity.

No organisational issues were raised.

Mr Anvrouin invited all participants to contact the Secretariat regarding the project proposals under preparation.

The date and meeting venue of the 2017 BBSC General Assembly will be discussed during the [Pre-Assembly Meeting on Thursday 3 November 2016, in Ponta Delgada \(Azores, Portugal\)](#). Members interested to host the 2017 BBSC General Assembly meetings are kindly requested to contact the Secretariat.