



**FORUM**

delle Camere di Commercio dell'Adriatico e dello Ionio  
of the Adriatic and Ionian Chambers of Commerce  
Gospodarskih Komora Jadransko-jonskog područja

# **FORUM OF THE ADRIATIC AND IONIAN CHAMBERS OF COMMERCE - AIC FORUM -**

Eleonora Tramannoni

# I. WHAT IS THE FORUM OF THE ADRIATIC AND IONIAN CHAMBERS OF COMMERCE?



- transnational non-profit Association with Italian legal entity of **44 Chambers of Commerce and Economy of the Adriatic and Ionian Area**
- established in 2001 by the Ancona Chamber of Commerce (Italy) and the Split Chamber of Economy (Croatia)

# WHERE WE ARE





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# AIC FORUM: ECONOMIC NETWORK

- It is the unique formalized network of representative intermediary organizations in the economic world of the Adriatic-Ionian area the **Area represents about 1.800 000 SME's with € 26,7 billion trade exchange**  
(Source: Eurostat)
- applies for EU, national and regional programmes as an independent legal player
- Internal bodies: President, Board of Governors, Assembly
- Permanent Secretariat seated by the Ancona Chamber of Commerce an operational headquarters in Brussels office of the Italian national Union of the Chambers of Commerce "Unioncamere"
- Every year in a different countries the General meeting is organized: the last one was held in the Cities of Chieti and Pescara (Italy) from 7<sup>th</sup> to 9<sup>th</sup> of June 2017



# GOALS

The AIC Forum aims at:

- **promoting the economic development** of the Adriatic-Ionian area;
- **reinforcing relations among the Chambers** of cross-border countries;
- facilitating legal and administrative cooperation through harmonised procedures among countries;
- contributing to **EU integration**;
- creating conditions and working tools for **the growth of the Adriatic and Ionian Macroregion**;
- reinforcing partners' capacities to ensure the application of the EU proximity policy principles;
- allowing to its members **better possibilities of access to various funds**;
- **creating joint initiatives** for development of economic and commercial relations among its members also with the involvement of other stakeholders active in the Adriatic and Ionian area.

# INTERNATIONAL RELATIONS

The institutional relations established by the AIC Forum have developed both inside and outside the Adriatic-Ionian area over the years.

## ➤ *Inside the Adriatic and Ionian Area:*

Permanent Secretariat of the Adriatic-Ionian Initiative.

the Fora of the Area (Forum of the Adriatic and Ionian Cities and Uniadrion), the Adriatic Ionian Euroregion and also with Conference of Peripheral Maritime Regions (AI-NURECC networks)





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## ➤ *Outside the borders of the Adriatic and Ionian Area:*



**EUROCHAMBRES**



**ASCAME**

ASSOCIATION DES CHAMBRES DE COMMERCE ET D'INDUSTRIE DE LA MÉDITERRANÉE

ASSOCIATION OF THE MEDITERRANEAN CHAMBERS OF COMMERCE AND INDUSTRY

جمعية غرف التجارة والصناعة للبحر الأبيض المتوسط



Network of European Regions for  
a Sustainable and Competitive Tourism

**NECSTouR**

Go Far...  
Go Together!

In 2011 the AIC Forum was granted a significant recognition with its appointment of the **EUROCHAMBRES** network

Memorandum of Understanding was signed

- in 2008 with the Association of Mediterranean Chambers of Commerce (**ASCAME**)

- in 2011 with the Central European Initiative(**CEI**)

- in 2012 with the Network of the Insular Chambers of Commerce of the European Union (**INSULEUR**)

AIC Forum is a member of **NECSTouR**  
(Network of European regions committed to the issue of sustainable and competitive tourism)



# AIC FORUM: NETWORK AMONG NETWORKS

AIC Forum operates at **Macroregional** **Mediterranean** **European** levels together with other institutional networks.





# WORKING METHODOLOGY (a project-oriented network)



Forum includes **five thematic workgroups** and the **workgroup on EU Project Management** referring to economic areas and themes of mutual interests also compliant, since 2016, with the EUSAIR (EU Strategy of the Adriatic and Ionian region) pillars : **Blue Growth, Connecting the Region, Sustainable Tourism, Environmental Quality and Agriculture and Women Entrepreneurship.**

**Since 2010 the AIC Forum has established a Workgroup on EU Project Management** with the ad hoc purpose of tapping EU resources and is supported by the work of experts in the field coming from several of the chambers of commerce involved.



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## ANNUAL FORUM MEETINGS



3rd Forum, Igoumenitsa, Greece, 2003



10th Forum,  
Ancona, Italy, 2010



5th Forum, Budva-Bečići, Montenegro, 2005



12th Forum, Brindisi, Italy, 2012



16th Forum, Ancona, Italy, 2016

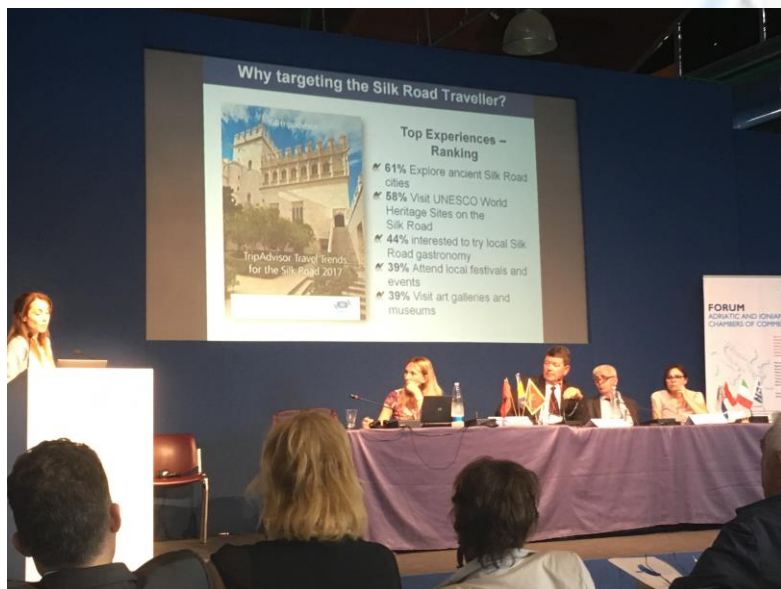




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# FORUM WORKGROUPS





# Women's entrepreneurship of Adriatic and Ionian Area

16<sup>th</sup>/17<sup>th</sup> NOVEMBER 2017 \_ RAVENNA (ITALY)

## 10<sup>th</sup> Congress of Women's Entrepreneurship of the Adriatic And Ionian Region

*Women's entrepreneurship contribution to sustainable growth in the digital era*

The event, jointly organized by the Ravenna Chamber of Commerce and the AIC Forum in collaboration with the Split Chamber of Economy and the Udine Chamber of Commerce, focused on “**Women's entrepreneurship contribution to sustainable growth in the digital era**” and saw the participation of more than 150 speakers, entrepreneurs, institutional representatives and stakeholders (all committed to the development of female entrepreneurship) from AI Countries for a two-days of dialogue and discussion, including two thematic workgroups on digital innovation and tourism.



*Visit to the innovative company “mosaic lab AnnaFietta.it”*



*Visit to “Trerè” wine company in Faenza*



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## **WORKGROUP ON EU PROJECT MANAGEMENT SOME OF THE MOST IMPORTANT PROJECTS**

### **➤ *Project for development of the fruit and vegetables sector***

(Law 84/2001 - Italian Ministry of Economic Development)

(Lead Partner UNIONCAMERE / MONDIMPRESA)

#### **Duration of the project**

From September 2012 to June 2013

**Objectives:** To improve production capacity and organizational chain of fruit and vegetables in Croatia and to transfer the Italian know-how on organization of the distribution (storage, refrigeration, storage) of food products

### **➤ *The tourism sector: cooperation between Emilia Romagna and Marche region, with Albania, Croatia and Montenegro***

Law 84/2001 MISE - Italian Ministry of Economic Development cd "Law Balkans

(Lead Partner) Unioncamere / Special Agency for Internationalization Promec (Italy)

#### **Duration of the project**

18 months: from 01/01/2012 to 30/06/2013

**Objectives:** Develop business and industrial relations among tourism operators in Italy, Croatia, Montenegro and Albania in the specific areas of catering, supply of hotel and tourism marketing



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## **SOME OF THE MOST IMPORTANT PROJECTS**

### **MedDiet – Mediterranean Diet And Enhancement Of Traditional Foodstuff**

(CBCMED ENPI - Cross-Border Cooperation in the Mediterranean)

(Lead Partner Unioncamere)

#### **Duration of the project**

From January 2013 to December 2015

#### **Objectives**

To raise awareness of the Mediterranean diet and its features as an integral part of the Mediterranean way of life and as. a vehicle for the development, stability and solidarity in the Mediterranean area

#### **➤ *Innovative skills and competences for entrepreneurs in order to promote a new sustainable tourism in the Adriatic and Ionian Area***

(Adriatic and Ionian Initiative - Regional Cooperation Programme 2012)

Lead Partener Forum AIC

**Objectives:** implementation of “Protocol on tourism development in the Adriatic and Ionian basin in the framework of the Adriatic and Ionian initiative” goals, through a concrete contribution to the creation of an integrated tourism system in. the Adriatic and Ionian Area and favouring the dialogue between private tourist operators and public authorities for the. growth of the competitiveness on tourism of the whole Region Adriatic and Ionian Initiative





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**ADRION**  
*Adriatic and Ionian Lands*

## SOME OF THE MOST IMPORTANT PROJECTS

### ADRION TRADEMARK

**ADRION** was launched in 2008 by AIC Forum within the thematic workgroup on Tourism in order to develop new sustainable tourism products and services and to boost their quality and value.

Officially recognised as a reference “best practice” in the European Commission Communication n.713 of 30th November 2012 in the Maritime Strategy for the Adriatic and Ionian Seas and in the Action plan of the Adriatic and Ionian Macroregion that considers the “European branding” a priority



*“Being patented brand and owned by the AIC Forum, ADRION brand aims to help tourist operators in the Region to present themselves to international tourist markets, to stimulate the growth of weak tourist areas by connecting them with the more established tourist destinations, and to assist consumers/tourists with immediate identification of services and tourist products of the Region.” (footnote 39, pg. 54)*



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- **It is an umbrella trademark (registered and owned by the AIC Forum)**
- **It is a promotion tool of the Area that aims to:**
  - strengthen the presentation of tourist operators of the Adriatic and Ionian area on international markets
  - stimulate the growth of weak tourist areas by connecting them with the more established tourist destinations
  - assist consumers / tourists with immediate identification of services and tourist products of the Region



# ADRION

## Innovative products & services *Best practices*

Two of the best practices developed within ADRION are:

**-The TECH-TOUR Project (2013) - TOUR Technology and tourism:** augmented reality for the promotion of **the Roman and Byzantine itineraries** (DG Enterprises and Industry Ref. Trans-national Cooperation Projects on European Cultural Routes)

**- The project VeroTour - Venetian routes (2014):** enhancing a shared European multi-cultural sustainable tourism (DG Enterprises and Industry Ref. Support to transnational thematic tourism products as means of enhancing competitiveness and sustainability of European tourism)



# THECH-TOUR PROJECT



## TECHCOOLTOUR AUGMENTED REALITY MOBILE APPLICATION



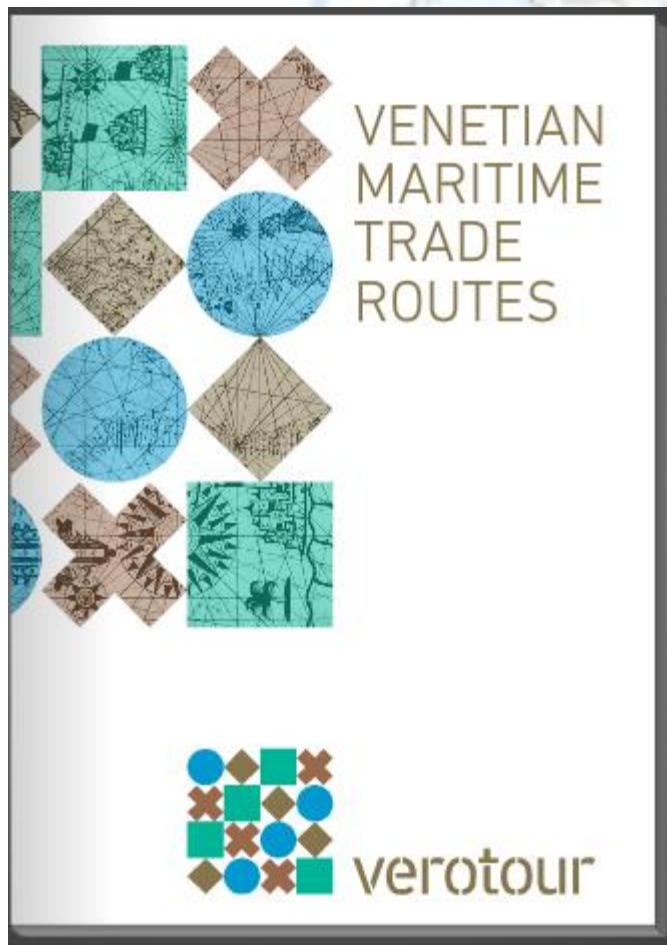
Within the project, twelve archeological sites in four countries are marked with Augmented Reality infoboards. When viewed through smart phone, the boards trigger virtual presentations and offer additional info to visitors, thus transforming the routes into virtual open air museum. Download and install the free TECHCOOLTOUR application from the links below.



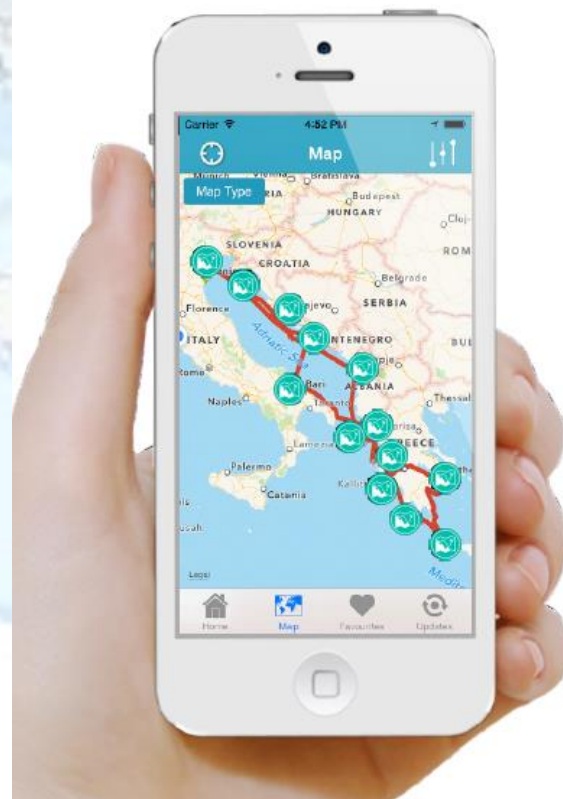
The project aimed to promote two historical trans-national EU cultural routes exploiting developed ICT tools. Both itineraries are virtual routes since they link places and attractions based on common historical and cultural themes

# VEROTOUR PROJECT

The project aimed to individuate the thematic trans-national tourist itinerary based on the historic and cultural heritage of Venetian commercial routes. The project intends to integrate the Program of the Cultural European Itineraries of the Council of Europe



## VEROTOUR APP





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## **II. POSITION OF THE AIC FORUM IN THE EU STRATEGY FOR THE ADRIATIC AND IONIAN REGION (EUSAIR)**



EU Strategy for the  
Adriatic and Ionian Region  
**EUSAIR**



# A NECESSARY INTRODUCTION

The Adriatic and Ionian Area acknowledgement (by the EU Council in 2014) as the 3° European Macroregion, testifies the existence and functioning of a **conceptual model of development: “Local Territorial System”** but even more at the **“Above local”** level.

A model in which also the **Chamber of Commerce System** wanted to play a leading role for the creation of added value, meaning the enhancement and growth of economic, production and services system, but also of natural and cultural resources of the territory.

The **AIC Forum** has always moved toward this direction, even when the concept of Macroregion was not yet considered.



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## POSITION PAPER OF THE CHAMBER SYSTEM

During the EUSAIR consultation, the Forum has contributed, together with the chamber system, to the elaboration of **POSITION PAPER**: proposal of Chamber System of Adriatic Ionian Area to the definition of Action Plan of European Strategy for the Adriatic Ionian Macroregion.

**The work was performed together with Italian National Unioncamere and with all the Italian Chambers associated with the Forum**

It was necessary a strong action of coordination, so that each Chamber of Commerce in addition to being the bearer of the needs of the entrepreneurial world of its own territory, it is also aware of how **certain needs and critical issues of the economic system of each region are really sharable in a Macro-regional perspective.**



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# The constant commitment of the AIC Forum to the MACROREGION

The activities performed during the years, together with the synergies developed jointly with the other two Fora in the territory (Forum of the Cities and UNIADRION) under the coordination of the Permanent Secretariat of the Adriatic Ionian Initiative, have identified the **AIC Forum – and the other two Fora – as major stakeholders of the EUSAIR (European Strategy for the Adriatic Ionian Region), both during the EUSAIR Consultation (concluded in February 2014) and in the implementation phase of the Action Plan** (the AIC Forum is mentioned as subject capable of breaking down administrative barriers and facilitate commercial opportunities)





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## 3 FORA OF THE ADRIATIC IONIAN MACROREGION

### Forum of Adriatic and Ionian Chambers of Commerce (AIC Forum)

- 44 associated entities
- President – Croatian Chamber of Economy Split County Chamber (Croatia)
- General Secretary – Ancona Chamber of Commerce (Italy)

### Forum of Adriatic and Ionian Cities (FAIC)

- 44 associated entities
- President – Municipality of Vasto (Italy)
- General Secretary – Municipality of Ancona (Italy)

### Forum of Adriatic and Ionian Universities (Uniadrion)

- 38 associated universities
- President – University of Bologna (Italy)
- General Secretary – Marche Polytechnic University (Italy)



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**FORUM  
of Adriatic  
and Ionian  
CITIES**



# ***THE INTEGRATED SECRETARIAT OF THE MACROREGION***

The times are ripe for a further step forward, aimed at creating a real **INTEGRATED SECRETARIAT**, with a new organization which can be summarized as follows:

- An unified operational secretariat, which operates permanently as one joint workgroup
- A joint technical group dedicated to community planning
- Organization of events and initiatives of common interest
- Organization of a joint annual plenary session
- Integrated Workgroups on strategic issues related to EUSAIR Pillars
- Integrated website with areas of joint discussion
- Social networks to create a community of ideas and informations

Each Forum will maintain **its own administrative and financial autonomy** and its own governance on the basis of their respective charters.

It may be appropriate to create:

- a "Governing Board" composed of members of the Councils of the three Fora
- A management committee composed of the Secretaries General of the three Fora

# PROJECT OF INTEGRATION BETWEEN THE FORA OF THE MACROREGION

- In 2013 an **agreement between the three civil society Fora and the Secretariat of the Adriatic-Ionian Initiative** was signed to start a closer collaboration between the various organizations working in the area for the same purposes.
- **1st Joint civil society Fora of the Adriatic-Ionian Macroregion** (Chambers of Commerce, Cities and Universities), was held in Olympia, Greece, 19th-20th October 2016.



This first joint event represented the Fora's willingness, as 'key stakeholders' within EUSAIR strategy, to better capitalize their existing networks and to develop and to coordinate transnational/cross boarder joint projects, aiming at supporting the implementation of the Action Plan.

- The **17<sup>th</sup> Edition of the Forum of Adriatic and Ionian Chambers of Commerce** has been held together for the first time with the **18<sup>th</sup> Edition of the Forum of Adriatic and Ionian Cities** in the cities of Pescara and Chieti (Italy), 7-9 June 2017.





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## **NEXT EVENT - *SAVE THE DATE***

# **JOINT CIVIL SOCIETY ADRIATIC AND IONIAN FORA**

## **SPLIT (CROATIA) 16/18 OCTOBER 2018**

Further info soon available on AIC Forum website



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# ***THANK YOU FOR YOUR ATTENTION***



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## **CONTACTS**

### ***Secretariat of the AIC Forum***

c/o Ancona Chamber of Commerce

Largo XXIV Maggio, no. 1 - 60123 Ancona - Italy

Ph. +39 071 5898249 - Fax +39 071 5898255

email: [segreteria.forum@an.camcom.it](mailto:segreteria.forum@an.camcom.it)

website [www.forumaic.org](http://www.forumaic.org)

### ***Presidency***

Split County Chamber

email: [hgkst@hgk.hr](mailto:hgst@hgk.hr)