

ADRIATIC SEA FORUM

CRUISE FERRY SAIL & YACHT
BUDVA, 2017
APRIL 27-28

Conceived and organised by

in partnership with



ADRIATIC SEA FORUM 2017 PROGRAMME

Day One: Thursday, April 27th

h. 13.15 ADRIATIC SEA FORUM 2017: OPENING AND REGISTRATION

h. 14.15 Welcome speeches **Pavle Radulovic** - Minister, Montenegro Ministry of Sustainable Development and Tourism
Kristijan Pavic - President, MedCruise

h. 14.30 Video **Montenegro host country of Adriatic Sea Forum 2017**

h. 14.45 Outside the range **How to build a brand**
Simone Masé - Chief Marketing Officer, Publicis Communications and Managing Director, Publicis Italia

h. 15.00 Opening round table **Tackling the Adriatic challenge together**

PLENARY

Made up of different countries, each one with its own particular distinctive characteristics, the Adriatic area requires greater cooperation within it in order to grow and work towards developing the tourist industry in the area. In addition, the maritime tourism industry needs to take a moment to discuss how to promote the area as a whole and how it can be developed in order to obtain the significant role the Adriatic deserves to play at international level. How can the Adriatic become an authentic brand, a recognisable name able to encourage potential tourists to visit it? What further benefits for the area can derive from the development and management of a dedicated strategy that seeks to give the Adriatic a central role within international tourist flows? Once again this year, the opening session of the forum offers the opportunity to listen to the managers of the tourist boards in the Adriatic area discussing how this challenge for the area can be tackled.

Ardit Collaku
Director, Albania National Agency of Tourism

Roberta Milano
Marketing Manager, Italian Agency of Tourism

Maja Pak
Director General, Slovenian Tourist Board

Zeljka Radak-Kukavcic
Director, Montenegro National Tourism Organisation

h. 16.30 COFFEE BREAK

h. 16.45 Presentation **Adriatic Sea Tourism Report 2017**

Francesco di Cesare - President, Risposte Turismo

h. 17.00 Keynote speech **The future of the Adriatic: the cruise companies' vision**

Tom Fecke - Secretary General, CLIA Europe

h. 17.15 Dialogue **Planning cruise routes within the Adriatic**

Michel Nestour - Vice President Global Port & Destination Development Euromed, Carnival Corp.

Luigi Pastena - Worldwide Port Operations Director, MSC Cruises

Carla Salvadó - Director of Cruise Marketing, Global Ports Holding

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h. 09.30 Round table 1

CONCURRENT

The ferry route to discovering destinations in the Adriatic: from the sea to the land

To what extent do tourists see ferries as an ideal option for reaching destinations in the Adriatic area? How much importance do those destinations place on tourism traffic generated by ferry passengers, with a view to directing and focusing tourism promotion? Is there still scope for ferry traffic to grow, or for ferries to be rediscovered, as an alternative for those wishing to travel in the Adriatic area? The round table discussion will focus on the potential of ferry traffic, on the prospects for development in terms of passengers, on the challenges already met and those still to be tackled, and will pay particular attention to visitors and leisure passengers compared to other segments of passengers on board, important though these are.

Emil Bilić

General Manager, Port of Zadar

Matteo Della Valle

Business Development Manager, GNV

Rodolfo Giampieri

President, Autorità di Sistema Portuale del Mar Adriatico Centrale

Andreas Ntais

President and Managing Director, Igoumenitsa Port Authority

Joško Stella

Head of Tourism Department, Split Dalmatia County

Round table 2

CONCURRENT

From maxi yachts to small boats: how can Adriatic guide the Mediterranean?

Nautical tourism is undoubtedly one of the cornerstones of the tourist sector in the Adriatic area. However, during the round table, a broader look will be taken at the prospects for the segment. The discussion will focus on the potential of the Adriatic in the wider context of the Mediterranean. To what extent will the Adriatic be able to develop traffic and the economy linked to the nautical sector? What are its strengths and where is there room for improvement to acquire advantages over other nautical tourism areas? These are only a couple of the questions the discussion will revolve around and for which the speakers will attempt to provide an answer.

Zoran Brkić

CEO, Adriatic Sailing

Srećko Favro

President, Adriatic Expert

Piero Formenti

President, European Boating Industry

Vittorio Impallomeni

Board Consultant, Assomarinas

Kristijan Pavić

President, ACI Club

Ivana Petrović

Senior Adviser II, Maritime Safety Department - Montenegro Ministry of Transportation

h. 10.45

COFFEE BREAK

h. 11.15 Outside the range

Managing the cruise tourism: the choice of Santorini

Anastasios Konidaris - *Cruise Department Manager, Municipality Port Fund of Thira - Santorini*

h. 11.30 Round table

PLENARY

Cruise destinations in the Adriatic: challenges, opportunities and strategies

This round table will be dedicated to cruise destinations in the Adriatic. The representatives of the cities where cruise tourism has a role to play will be discussing how each one of those cities is handling the challenges, potential and critical issues liable to emerge as a result of the cruise phenomenon there. It is clear that the public authorities in charge of the cities must take a cautious approach to this phenomenon, which can bring advantages for the area, but which can also cause problems that must be dealt with and solved. The representatives of the cruise cities in the Adriatic will be presenting their own cases and discussing the points that emerge from them.

Giacomo Costantini

Tourism Counsellor, Municipality of Ravenna

Vladimir Jokić

Mayor, Municipality of Kotor

Vlaho Margaretić

Head of Tourism Department, Municipality of Dubrovnik

Konstantinos Nikolouzos

Mayor, Municipality of Corfu

Zoran Srzentić

Mayor, Municipality of Bar

Jana Tolja

Mayor's Advisor for International Affairs, Municipality of Koper

h. 13.00 Keynote speech

The sustainable tourism within the EU Strategy for the Adriatic and Ionian Region

Christos Economou - *Head of Unit "Sea-basin strategies, Maritime Regional Cooperation and Maritime Security" Directorate General for Maritime Affairs and Fisheries - European Commission*

h. 13.15

LUNCH BREAK

h. 14.30 Outside the range

Hosting and serving hundred thousands of passengers

This short discussion with the main representatives of two of the top Mediterranean passenger traffic ports will contribute to focusing the attention of the audience on how to deal with passenger traffic, to smoothly combine and develop different types of traffic (cruise and ferry), to guarantee efficient shipping lines and contribute to the development of tourism in the area concerned.

Joan Gual de Torrella

President, Port Authority of Balears

Francesco Maria di Majo

President, Autorità di Sistema Portuale del Mar Tirreno Centro Settentrionale

h. 15.00 Closing round table

PLENARY

The present and future of maritime tourism: Montenegro as a strength for the Adriatic

The concluding session of Adriatic Sea Forum 2017 is dedicated to a reflection on the current situation of maritime tourism in the Adriatic and the prospects for the future, with a particular focus on the role of Montenegro, a country whose potential has not yet been fully explored, within the wider Adriatic context. Representatives of associations, public organisations and international bodies of various kinds linked to the world of maritime tourism and tourism in general, will first and foremost attempt to describe the current situation, providing the audience of stakeholders attending the forum with ideas, advice and tips on the strategies to adopt to become and remain competitive and on future developments in the area.

Aleksandar Bozovic

Adviser, Environmental Protection Agency of Montenegro

Marco Digioia

Director Governmental Affairs, CLIA Europe

Nikola Dobroslavić

President, Adriatic Ionian Euro Region

Linda Haydon

Group Tourism Manager, ETOA

Christos Lampridis

Secretary General Ports, Port Policy and Maritime Investments Hellenic Ministry of Shipping Maritime Affairs & Insular Policy

Thanos Pallis

Secretary General, MedCruise

Boris Zgomba

Vice President, ECTAA