



THE ITALIAN PRESIDENCY OF THE EU STRATEGY
FOR THE ADRIATIC AND IONIAN REGION

EUSAIR MACROREGIONAL STRATEGY FOR TOURISM AND TRANSPORT: WESTERN SILK ROAD OPPORTUNITIES

*Ca' Vendramin Calergi Palace-Casinò di Venezia, Cannaregio 2040
Venice, 20 January 2018*

8:30 – Registration and speakers get together

9:15 – Welcome remarks

- Mr. Luigi Brugnaro (Mayor of Venice - Italy)
- Mr. Nicola Favia (Chairperson of the Governing Board EUSAIR)

9:30 - Relevance of coordinated policies in the dialogue between the Mediterranean and China

- Mr. Du Yiang - TBC (Deputy Chairperson National Tourism Authority-China)
- Hon. Ilaria Borletti Buitoni (Undersecretary of State for Tourism – Italy)
- Hon. Frano Matušić (Undersecretary of State for Tourism – Croazia)
- Mr. George Tziallas (Secretary General for Tourism - Greece)
- Mr. Zhu Shanzhong (Executive Director UNWTO)

10:15 – Maritime Silk Road and Adriatic-Ionian Region

- Mr. Andrea Canapa (Fondazione Italia-Cina) - Moderator
- Prof. Vincenzo Scotti (Presidente Link Campus University - Italy): Silk Road, investment and geopolitics
- Prof. Mara Manente (Ca' Foscari University - Italy): The academia and the "Silk Road" project
- Ms. Jenna Qian (Vice President Ctrip – China): The Mediterranean Silk Road
- Mr. Antonio Preiti (Vice President European Travel Commission): Unified branding in the promotion of "Europe"
- Mr. Paolo Costa (Ca' Foscari University - Italy): Venice and the Maritime Silk Road



This project is co-funded by
the European Union



11:00 – Maritime Silk Road and Adriatic-Ionian Region: towards a coordinated strategy in tourism

- Ms. Alessandra Priante (EUSAIR Tourism Strategy) - Moderator
- Mr. Francesco Palumbo (DG Tourism- Ministry of Culture and Tourism - Italy): EuCTY 2018 and the Silk Road
- Mr. Auron Tare (DG National Coastline Agency - Albania): Underwater tourism and the Mediterranean Silk Road
- Ms. Aikaterini Kontoudaki (Head of International and EU Affairs, Ministry of Tourism – Greece): Greece and the Silk Road
- Ms. Joanna Mouliou (European Commission): The EU tourism strategy and the Silk Road
- Ms. Paola Mar (City Council of Venice - Italy): The 5 cities network

11:45 – Maritime Silk Road and Adriatic-Ionian Region: towards coordinated cruise and territorial developments

- Mr. Pierluigi Coppola (EUSAIR lead coordinator for infrastructure strategy) - Moderator
- Mr. Zeno D'Agostino (President of the Port of Trieste, Port Authority of the Eastern Adriatic Sea Network and Assoport - Italy): Developing port infrastructure in the macroregion
- Mr. Pino Musolino (President Venice Port Authority - Italy): Developing port infrastructure in the macroregion
- Mr. Nikola Konjević – TBC (Director of Port of Kotor - Montenegro): Developing port infrastructure in the macroregion
- Mr. Giovanni Campeol (Regione Veneto – Italy): Developing inland accessibility and tourism attractiveness

12:30 – Summing up and follow up activities

- Hon. Claudio DeVincenti (Minister of Territorial Cohesion and Mezzogiorno – Italy)

13:15 – 14:15 Light lunch

14:15 – 15:30 Networking and follow up meetings

Light refreshment available throughout the conference