

**Macro-regional knowledge sharing Seminar on  
Perspectives of the EUSAIR strategy:  
Projects, initiatives and stakeholders in the  
Pillar IV “Sustainable Tourism”**

**Bari –21 November 2019 – *Palace Hotel*  
Seminar Agenda**

**h. 14.30 - Participants registration**

**h. 15.00 - Institutional welcome and key messages**

- **Loredana Capone – Puglia Region, Regional Councillor for Tourism and Culture**
- **Joanna Moliou – European Commission, DG Regio**
- **Blanka Belošević – Croatian Ministry of Tourism, Pillar IV Coordinator**

**Moderates: Emanuele Abbattista - Puglia Region, International Policies Coordination,  
European Territorial Cooperation Unit**

**h. 15.30 – Pillar IV “Sustainable Tourism” Strategies: projects and initiatives within the  
Thematic Steering Group**

- **Blanka Belošević (TBC), Pillar IV Coordinator office – Mono Pillar and Multi Pillar projects: the state of the art of the activities within TSG IV**
- **Vlasta Klarić (TBC), Pillar IV Coordinator office – Strategic Cultural Routes for Tourism exploitation in the AI Area: the state of the art of the activities within TSG IV**

**h. 16.00 – The stakeholders’ perspective: institutional networks and private initiatives in the  
Adriatic Ionian Area**

- **Aldo Patruno, Puglia Region, Director of Tourism, Economy of Culture and Territorial Exploitation Department – *Designing, financing and implementing sustainable tourist and cultural routes in Puglia***
- **Michele De Vita, General Secretary of the Forum of the Chambers of Commerce of the Adriatic Area – *Structuring a dialogue and a more effective cooperation among public and private stakeholders for Sustainable Tourism***
- **Lia Giambrone, Sicily Region, Director of Tourism Observatory – *Good practices of Networking for Sustainable Tourism***
- **Antonio Barone, Director of the Phoenicians Route – *The opportunities of the Phoenicians Route for the EUSAIR Countries***

**h. 17.30 – Questions and answers and seminar closing**

**Mr Piacentino Ciccamese – Puglia Region, International Policies Coordination, Territorial Cooperation Unit – EUSAIR Pillar IV Referent**

*The seminar will be hosted on a webinar*