

## Sustainable and Innovative Food Systems: The Mediterranean Diet as a Tool for Tourism and Local Development in EUSAIR Communities

Bari (Italy), 29-30 September 2025

**Name and surname of the speaker:** Ms. Symela (Symi) Pasalidou

**Name of the institution:** International Hellenic University (Thessaloniki, Greece).

Symi Pasalidou is a programme and project management specialist, with extensive experience in communication, wine tourism, event planning, and adult training. She is also a PhD candidate at the International Hellenic University (IHU) - School of Economics and Business Administration - Department of Business Administration, Marketing and Tourism (Thessaloniki, Greece).

Specifically, she worked for over 15 years in the fields of communication, tourism, wine and culture. She collaborated with Porto Carras S.A., an integrated tourism development with luxury hotels, art venues, sports and conference facilities, as well as vineyards and wine production. As the Public Relations Manager in the tourism and wine sector of the company, among other responsibilities, she used to coordinate the visits to the vineyards and winery as well as the annual cultural events. She also collaborated with the Wine Producers Association of Northern Greece as a communication and event planning consultant and as a researcher on the intangible cultural heritage of the Wine Roads of Northern Greece.

Since 2002, she began collaborating with the Management Organization Unit (MOU S.A.), an organization that supports public authorities in the effective management of EU co-financed programmes, and she was seconded to the Managing Authorities of LEADER (Rural Development) and INTERREG (European Territorial Cooperation). At the "MA Interreg 2021-2027", where she is currently employed, in addition to programme management and communication, she represents the Point of Contact for the Interreg Europe programme in Greece.



<p><b>Title of the presentation:</b> Wine Roads and Intangible Cultural Heritage</p> <p><b>3 KEY TALKING POINTS – please list here your 3 key talking points in presentation:</b></p> <ol style="list-style-type: none"><li>1. Wine Culture</li><li>2. Wine as an Element of Greek Cultural Identity</li><li>3. Linking Wine Tourism (Wine Roads of Northern Greece) and Intangible Cultural Heritage</li></ol>	<p>Contact details for online connection:</p> <p>Email: simipass@hotmail.com</p>
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