

# 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 27<sup>th</sup>

**h. 13.15** ADRIATIC SEA FORUM 2017: OPENING AND REGISTRATION

**h. 14.00** Welcome speeches

**Pavle Radulovic** - Minister, Ministry of Sustainable Development and Tourism  
**Vladan Radonjic** - Director General, Directorate General of Maritime Transport - Ministry of Transport and Maritime Affairs  
**Dragoljub Markovic** - Deputy director Coastal Zone Management Company  
**Dragan Krapovic** - Mayor, Municipality of Budva  
**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**

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

CONCURRENT

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**

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

CONCURRENT

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**

**Cruise destinations in the Adriatic: challenges, opportunities and strategies**

PLENARY

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 one of the top Mediterranean passenger traffic port 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*

**h. 15.00 Closing round table**

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

PLENARY

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.

**Introduced by Marko Petričević** - *Head of Directorate for Tourism Destination Management, Montenegro Ministry of Sustainable Development & Tourism*

**Aleksandar Bozovic**  
*Adviser, Environmental Protection Agency of Montenegro*  
**Marco Digioia**  
*Director Governmental Affairs, CLIA Europe*  
**Nikola Dobrosavić**  
*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*