

PRESS RELEASE

RISPOSTE TURISMO: the countdown has started for the [Adriatic Sea Forum](#), a new international event dedicated to maritime tourism in the Adriatic that will take place on the 21st and 22nd of March in Trieste.

6 are the sessions of the program with 40 international speakers from Albania, Croatia, Greece, Italy, Montenegro and Slovenia that will light up the two days of study, debate and discussions about the cruise sector, ferries and nautical tourism.

It is almost time to raise the curtains of the [Adriatic Sea Forum](#), a new international itinerant annual event dedicated to maritime tourism in the Adriatic (cruise, ferry and nautical tourism - sail and motorboats) created by [Risposte Turismo](#) – a research and consultant company serving tourism macroindustry, founded and lead by Francesco di Cesare – that will take place on Thursday 21st and Friday 22nd of March 2013 in Trieste at the Stazione Marittima congress centre.

Adriatic Sea Forum, organised this year in partnership with [TurismoFVG](#) – the regional agency for tourism development of the Friuli Venezia Giulia region - and in cooperation with Trieste Terminal Passeggeri, will develop in 6 round tables (2 plenary and 4 parallel) on different solutions for tourism and travel in the Adriatic, from cruise ships to ferries, sail and motorboats.

The event is under patronage of Antonio Tajani, Vice President of the European Commission, of the City of Trieste and the Province of Trieste and has the support of important national and international organisations such as Assomarinas, Assoporti, CEI - Central European Initiative (Forum for political, economic, and cultural cooperation among Countries of Central and Eastern Europe), MedCruise (Association of Mediterranean Cruise Ports), UCINA Nautical Confindustria and UHPA (Association of Croatian Travel Agencies).

Two days of meetings, study, debates with more than 40 international speakers from Albania, Croatia, Greece, Italy, Montenegro and Slovenia, that will discuss and strengthen, together with all the participants, their own network by gaining contacts with new operators.

To the event will participate, with an opening speech, Marina Monassi – President of Trieste Port Authority, Antonio Paoletti – President of the Trieste Chamber of Commerce and President of Trieste Terminal Passeggeri, and Federica Seganti – Councilor for Economic Activities of the Autonomous Region Friuli Venezia Giulia.

The opening day of the Adriatic Sea Forum will start with the presentation of the new nautical portal of the Friuli Venezia Giulia region, created by TurismoFVG, followed by a plenary session “*Promoting the Adriatic: many places, one unique destination*”, an opportunity to discuss about tourist regions in the Adriatic area, analysed in their double role of competitors and elements of a unique large tourist destination.

Speakers that will participate to this session are Alberto D'Alessandro – Director of the Directorate of Culture of the council of Europe, Dario Matošević - Director of the Croatian National Tourist Board in Italy, Gorazd Skrt – Director of the Slovenian National Tourist Board in Italy, Riccardo Strano – Director of the Central Directorate IT Systems and General Affairs of ENIT – Italian National Tourism Agency, and Arber Uka, Marketing Director of the National Agency of Tourism in Albania.

In the afternoon Francesco di Cesare will present the first edition of the Adriatic Sea Tourism Report, the first report that aims at unifying in one single publication main data of maritime tourism in the Adriatic, while Francesca Tudini - Head of Tourism Unit of the European Commission – will present the European perspective, strategy and programs regarding maritime tourism.

This will be followed by two concurrent sessions dedicated respectively to the strength and commercial potential of the Adriatic nautical product (title: *"Distribution of the Adriatic tourism and nautical product"*) and the future development of the maxi yachts sector (title: *"Focus Maxi Yacht: shipyards, ports and operators on the Adriatic coast"*).

The second day of the Forum will open with two more parallel sessions dedicated to the role of regattas, boat shows and nautical fairs and other events for the promotion of the nautical sector and nautical tourism in the Adriatic (title: *"Regattas and other events: a driving force for promoting the Adriatic and the nautical sector"*) and the outlooks of ferry passenger traffic in the area (title: *"Focus Ferry: developing passenger traffic"*).

Adriatic Sea Forum will conclude its first edition with a closing plenary session *"Working and operating on the Adriatic: comparing the costs and taxes of different countries"*, where representatives of some of the most important associations linked to maritime economy, national and international, (Bruno Bonifačić - Chairman of the Board ACI Croatia, Roberto Perocchio - President Assomarinas, Stavros Hatzakos - President MedCruise and Anton Francesco Albertoni - President UCINA Nautical Confindustria) will discuss about fiscal and cost differences among the countries of the Adriatic area.

The international character of the Forum is shown by a high number of foreign speakers that will participate to this first edition of the event, among which, in addition to the ones already mentioned, Robert Ashdown – Secretary General of CLIA Europe, Oliver Corlette - Managing Director Porto Montenegro, Kostantinos Grinias - Development Director of the Igoumenitsa Port Authority, Jurij Korenc - President IFBSO - International Federation of Boat Show Organisers and Director of Internautica Boat Show and Željko Trezner – Director of UHPA.

As Francesco di Cesare, President of Risposte Turismo, stated, "the Adriatic Sea Forum is created with the aim of raising awareness among public and private operators in the Countries of the area about the importance and the potential of the Adriatic as an ideal context for maritime tourism and various products and interests linked to it".

"By participating to the Forum - continued di Cesare – all operators will have the opportunity to get to know the most current topics on which depends the future development of the cruise, ferry and nautical sector in the Adriatic tourist area, and to acquire new information and suggestions to apply in their own professional careers, as well as strengthening their networks within a qualified international context".

"In a market that is becoming increasingly polarised between "luxury" and "low-cost" – as stated by Edi Sommariva – General Director of TurismoFVG Agency – nautical tourism must and can find the strength and intelligence for a new development, based on four assets: the improvement of quality of services, more assistance to tourists, more integration with other types of maritime and inland tourism, the valorisation of protected areas for a sustainable tourism. But if the sector will not have a less rigid and persecutory fiscal policy and, in the end, a more fair one than the one put in practice recently in our country, the effort of Italian operators will be thrown away for the benefit of those in other Mediterranean countries".

For more information about the event, about how to participate and to view the full list of speakers please visit www.adriaticseaforum.com

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