

Programme Interreg IPA CBC Italy – Albania – Montenegro 2014-2020
Networking for Smart Tourism Development
Project No. 96 / 1st Call for Standard Projects

Final Event

Zoom, 14/04/2021, 09.00-12.30

Link: <https://bit.ly/2Qbnwha>

09:00	Opening session and welcome speech	<p>Ms Anxhela Bushati</p> <p><i>Head of Directory of Programs and Projects Management in the Economic Development and Vocational Education Field</i></p> <p><i>Ministry of Finance and Economy, Albania</i></p> <p><i>Lead partner</i></p>
09:15	Mr Fabio Pollice	<i>Rector of the University of Salento</i>
09:30	Programme Interreg IPA CBC Italy-Albania-Montenegro 2014-2020	<p>Mr Crescenzo Antonio Marino</p> <p><i>Head of the Managing Authority of the Interreg IPA CBC Italy-Albania-Montenegro Programme</i></p> <p>Mr Antonio Agrosi</p> <p><i>Joint Secretariat – Project Officer</i></p>
TOURISM RESILIENCE AND RECOVERY		
Honorable Guests:		
09:50	“Reimagine Tourism”, Ms Sumaira Isaacs	<i>Chief Executive Officer at World Tourism</i>

10.00	<p>“Challenges of tourism 2021”, Ms Natalia Bayona</p>	<p><i>Forum Institute</i></p> <p><i>Director of Innovation, Education and Investments</i> <i>World Tourism Organization, UNWTO</i></p>
10.10	<p>NEST Project overview</p>	<p>Ms Iris Tela</p> <p><i>NEST Project Manager</i> <i>Ministry of Finance and Economy, Albania</i> <i>Lead Partner</i></p>
10:20	<p>Innovative approaches for the development of Cross-border Smart Tourism Destination in the IPA area</p>	<p>Ms Valentina Ndou</p> <p><i>Project Manager</i> <i>University of Salento</i></p>
10:30	<p>Digital transformation for tourism Industry: future Scenarios</p>	<p>Mr Pasquale Del Vecchio</p> <p><i>Project Responsible</i> <i>University of Salento</i></p>
10:40	<p>Tourism innovation for a sustainable and innovative development of an area</p>	<p>Ms Annamaria Annicchiarico</p> <p><i>General Director</i> <i>Tecnopolis Science and Technology Park Scarl</i></p>
10:50	<p>The capacity building path for cross-border cooperation Italy</p>	<p>Ms Alina Maddaluno, Project Manager <i>Tecnopolis Science and Technology Park Scarl</i></p>
11:00	<p>The capacity building path for cross-border cooperation: Albania</p>	<p>Ms Iris Tela, Ministry of Finance and Economy</p>
11:10	<p>The capacity building path for cross-border cooperation: Montenegro</p>	<p>Mr Ranko Zekovic, Ministry of Economic Development</p>

11:20	Smart destination cross border Itineraries: an experiential path through Italy-Albania-Montenegro	Ms Gabriella Dellino <i>Project Manager</i> <i>Tecnopolis Science and Technology Park Scarl</i>
11:30	Sensitizing and enhancing awareness of cross-border cooperation for sustainable destination development.	Ms Lisa Esposito/Mr Nicola De Santis <i>NEST Communication Responsible</i> <i>EuRelations</i>
11:40	<i>Lessons learned and perspectives for future developments (LP)</i>	“What’s NEST?” (next) <i>Open Discussion</i>
12:00	Conclusions	

OFFICIAL LANGUAGE

The event will be held in English

www.italy-albania-montenegro.eu

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PROJECT PARTNERS

**Lead
Partner**



**Project
Partner 2**



**Project
Partner 3**



**Project
Partner 4**



**Project
Partner 5**



**Project
Partner 6**

