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Wrecks4All 2.0

DIVING INTO THE FUTURE

**B2B NETWORKING FOR CULTURAL
HERITAGE AND TOURISM TECHNOLOGIES**

**31.01.2025.
09.00 - 18.00**

SCIENTIFIC TECHNOLOGICAL PARK
OF MONTENEGRO, PODGORICA

B2B Meeting and Incoming mission - Agenda

WRECKS4ALL 2.0 project, University of Montenegro

31.01.2025 – Scientific Technological Park of Montenegro, Podgorica

09.00 – 17.00

Diving into the Future: B2B Networking for Cultural Heritage and Tourism Technologies

15.00 – 18.00

Museums of the Future: Digital Transformation of Museum Exhibitions

The B2B Meeting “**Diving into the Future: B2B Networking for Cultural Heritage and Tourism Technologies**”, part of the WRECKS4ALL 2.0 project, aims to foster collaboration between regional ICT/VR technology companies, tourism service providers, and dive operators. Hosted at the Scientific Technological Park of Montenegro on January 31, 2025, this event will showcase cutting-edge digital solutions and services designed to innovate underwater heritage tourism and modernize museum exhibitions.

The morning B2B Meeting will serve as a platform for stakeholders to present their innovative technologies and solutions tailored to enhancing tourism sector with immersive heritage experiences. Through interactive pitching sessions and a dedicated Showcase & Demo Zone, participants will gain hands-on insights into technologies such as virtual and augmented reality, artificial intelligence applications, GIS, robotics, and sonar 3D visualization, and other digital and creative industry offers and services highlighting their applications in creating sustainable and engaging tourism offers based on cultural heritage as a resource of attractiveness.

In the afternoon, the “**Museums of the Future: Digital Transformation of Museum Exhibitions**” section will provide a unique learning opportunity. Led by experts from the Egnazia and the Sea Museum, Italy, participants will explore the processes involved in transforming museum exhibitions from traditional formats into digital or hybrid immersive experiences. Covering every stage from the idea to realization, this session will leverage the services and technologies showcased during the B2B Meeting, offering practical insights into integrating these tools to develop modern, interactive museum displays.

This event underscores the potential of cross-border collaboration and technological innovation in driving the sustainable development of cultural heritage and tourism in the Adriatic region. Participants will leave equipped with actionable knowledge to apply these advancements in their respective territories.

B2B Meeting:**Diving into the Future: B2B Networking for Cultural Heritage and Tourism Technologies**

31.01.2025 - Scientific Technological Park of Montenegro, Podgorica, Big Hall

Registration and welcome speeches

09.00 09.45	Registration & Networking Breakfast	All participants
09.45 09.50	Welcome speeches	Darko Kovačević Wrecks4All project coordinator University of Montenegro Francesco Longobardi Delegate Director of the Regional Directorate of National Museums in Puglia Ministry of Culture - Italy
09.50 - 10.00	Keynote speech "Digital Transformation of the Egnazia Museum: Boosting Tourism Through Innovation"	Fabio Galeandro Director, Egnatia il Mare Museum

Pitching session

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Time	Company / Operators	Presenter/ Topic
10.00 - 10.05	Five Group, Montenegro	Ivan Soć, Technological innovations and digital transformation of heritage and tourism
10.05 - 10.10	Studio Azzurro, Italy	Leonardo Sangiorgi, Technologies for museum digitization
10.10 - 10.15	MariXperience DOO, Montenegro	Marija Lazarević, Smart Destination
10.15 - 10.20	NeurobotX, Montenegro	Aleksa Čović, Vještačka Inteligencija u Službi Kulturne Baštine
10.20 - 10.25	Center for the Study and Protection of the Cultural Heritage of Montenegro	Nikolina Ražnatović, Digital Cultural Routes
10.25 - 10.30	Futuristic DOO, Montenegro	Boris Sekulić, Promoter of Culture, Sports and Tourism in Montenegro

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10.30 - 10.35	Institute for Hydrometeorology and Seismology of Montenegro	Luka Čalić, Application of Sonar Systems for Vizualization of Underwater Cultural Heritage
10.35 - 10.40	Union of Electronic Sports of Montenegro	Šoć Filip, Gaming Tourism
10.40 - 10.45	Tempus, Montenegro	Radovan Vojinović, Promoter of Cultural Heritage
10.45 - 10.50	UMIPCG, Montenegro	Marko Šćepanović, Robots, STEM and Cultural Heritage
10.55 - 11.00	Atelje Propuh, DOO, Montenegro	Tihomir Miranović, A combination of Tradition, Creative Industries and Modern Technology
11.00 - 11.05	Computer Science Center - Faculty of Natural Sciences and Mathematics, University of Montenegro	Katarina Sindić, Geoportal of Montenegrin Underwater Heritage
11.05 - 11.10	MediaMind D.O.O, Montenegro	Robert Janković, 3D Technologies and XR Innovations
11.10 - 11.15	Lastavica, Montenegro	Jaksa Minic, Murals for tourism destinations
11.15 - 11.20	ITC Tehnopolis, Laboratory of industrial design, Montenegro	Djordjije Brkuljan, ITC Tehnopolis
11.20 - 11.25	3D TIM, Paten Studio, Montenegro	Nikola Jelenic, 3D scanning of cultural heritage sites
11.25 - 11.30	EDINOMU, doo	Vuk Zečević, Digitalna rekonstrukcija tvrđave Kosmač
11.30 16.00	Showcase & Demo Zone Open fair for the providers to present their services to heritage and tourism sector Activity: This interactive segment provides participants with a hands-on experience of services and digital technologies tailored for cultural heritage and tourism. Structure: Following the pitching sessions, where service providers introduce their innovative solutions, the Showcase & Demo Zone transitions into a vibrant hub for deeper engagement. Each service provider will have a dedicated desk or station, enabling them to demonstrate their offerings in greater detail through a personal contacts with the representatives of various companies and institutions. Goal: The aim is to create an open, collaborative environment where participants can: <ul style="list-style-type: none"> • Explore and interact directly with the service providers and get an insight into the technologies. • Engage in one-on-one discussions with providers to understand the applications and benefits of these innovations. • Build meaningful connections and initiate potential business collaborations. This setup bridges the gap between presentations and personal interaction, ensuring that every attendee has the opportunity to connect, ask questions, and explore how these solutions can be tailored to meet their specific needs.	

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	The Showcase & Demo Zone is designed to inspire creativity, foster partnerships, and drive actionable outcomes in the cultural heritage and tourism sectors.
14.00	<i>Lunch break (buffet)</i>
15.00-17.00	<i>Showcase & Demo Zone</i>

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MUSEUMS OF THE FUTURE



**DIGITAL TRANSFORMATION
OF MUSEUM EXHIBITIONS**

**31.01.2025.
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SCIENTIFIC TECHNOLOGICAL PARK
OF MONTENEGRO, PODGORICA

Museums of the Future: Digital Transformation of Museum Exhibitions

31.01.2025 – Scientific Technological Park of Montenegro, Podgorica, Small Hall

<p>15.00 18.00</p>	<p>Francesco Longobardi, Delegate Director of the Regional Directorate of National Museums in Puglia Ministry of Culture – Italy</p> <p>Fabio Galeandro, Director National Archaeological Museum "G. Andreassi" and Archaeological Park of Egnazia National Archaeological Museum - Gioia del Colle Castle</p> <p>Leonardo Sangiorgi, Studio Azzurro, Milano</p>	<p>Digital transformation of museum exhibitions "from idea to realization".</p> <p>Transfer of knowledge and experience from the project of digital transformation of the museum "Egnazia and the Sea", National Archaeological Museum of Egnazia, Italy.</p>
<p>18.00 -19.00</p>	<p>Networking cocktail</p>	