



## Aimilios Riadis Multipurpose Hall\*

(Located in Thessaloniki  
International Trade Fair,  
Egnatia 154, 54636)



## CCI4TOURISM FINAL EVENT Thursday, 1st December 2022, Thessaloniki, Greece Please register [here!](#)

# AGENDA

09:30-10:00

Welcome and Registration

10:00-10:15

Opening session:

Moderators: Poppy Oikonomou - KEPA &  
Stavros Mantzanakis - HELENOS Consulting  
Greeting speech by Alexandros Thanos, Deputy Governor of Tourism at  
Region of Central Macedonia - Greece (TBC)

10:15-10:45

**1st part: TOURISM & CULTURAL CREATIVE INDUSTRIES IN THE ADRIATIC**

- Overview of CCI4TOURISM project, Davide De Nicolò - TecnoPolis Science and Technology Park (TNO)
- ADRION Thematic Sub-Cluster on Cultural and Creative Industries, Ida Carolla - Project Manager on behalf of Nardò Municipality - EMOUNDERGROUNDS

10:45-11:45

**2nd part: CCI4TOURISM KEY OUTPUTS AND TAKEAWAYS  
Creative Hubs Network for Cultural Tourism**

- Guidelines to support CCIs for tourism market in the Adrion area, Claudia Baracchini - Friuli Innovazione Research and Technology Transfer Centre (FINN) & Federico Mansutti - FVG Cultural and Creative Cluster referent and CCI
- Presentation of CAST INITIATIVE, Goran Pavlov - IRI CENTAR
- Experience sharing by CCI4TOURISM hub managers, Tamara Paleka & Branka Nakić - Zadar County Rural Development Agency (AGRRA) and Vladimir Amidžić - City Development Agency Banja Luka (CIDEA)

11:45-12:00

Coffee Break

12:00-13:30

**2nd part: CCI4TOURISM KEY OUTPUTS AND TAKEAWAYS  
Challenges and future opportunities for Adriatic-Ionian Cultural Tourism 4.0**

- Transnational Strategy for the strengthening CCIs skills and competences, Claudia Baracchini - Friuli Innovazione Research and Technology Transfer Centre (FINN) & Federico Mansutti - FVG Cultural and Creative Cluster referent and CCI
- Transnational Action Plan for an Adriatic-Ionian Cultural Tourism 4.0, Eleftheria Ntonou - HELENOS Consulting (External Expert of KEPA)
- Experience sharing by CCI4TOURISM pilot actions' partners, Katarina Sekirnik - Development Agency Sora (RAS) & Jano Puskar - European Affairs Fund of AP Vojvodina (FEP)
- Experience sharing by pilot actions' beneficiaries (RDA Green Karst & Development Agency Sora - RAS, European Affairs Fund of AP Vojvodina - FEP & Business and Cultural Development Centre - KEPA)

13:30-14:00

Closing session

- Key closing speech, Francesca Imperiale - Associate Professor of Business Administration and expert in CCIs management, University of Salento
- Discussion and final remarks

14:00

Networking buffet

\*The event will be live-streamed and open to general public onsite and online