

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	Ms Anxhela Bushati <i>Head of Directory of Programs and Projects Management in the Economic Development and Vocational Education Field</i> <i>Ministry of Finance and Economy, Albania</i> Lead partner
09:15	Mr Fabio Pollice	<i>Rector of the University of Salento</i>
09:30	Programme Interreg IPA CBC Italy-Albania-Montenegro 2014-2020	Mr Crescenzo Antonio Marino <i>Head of the Managing Authority of the Interreg IPA CBC Italy-Albania-Montenegro Programme</i> Mr Antonio Agrosi <i>Joint Secretariat – Project Officer</i>
TOURISM RESILIENCE AND RECOVERY		
Honorable Guests:		
09:50	“Reimagine Tourism”, Ms Sumaira Isaacs	<i>Chief Executive Officer at World Tourism Forum Institute</i>
10.00	“Challenges of tourism 2021”, Ms Natalia Bayona	<i>Director of Innovation, Education and</i>

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



Montenegro

Ministry of Economic Development

