

Interreg - IPA CBC

Italy - Albania - Montenegro



INNOTOURCLUST

INNOTOURCLUST

Innovative Cross Border Tourism SMEs Cluster



The project INNOTOURCLUST - INNOVATIVE CROSS BORDER TOURISM SMEs CLUSTER (Interreg Italy-Albania-Montenegro) will host a Business Agreement Collection event to introduce the newly developed Innotourclust pilot products and to create real opportunities for tourism businesses to take an active role in the cross border tourism clusters.

Moderator Professor Rosato will start the event by presenting the Innotourclust tourism products. Then, three guest speakers will discuss the opportunities laying in three major European incoming tourism markets: France, Germany, and the UK.

The representative of each market will allow the participating businesses to gain a deep and tailored insight into the travel habits and behaviours of the incoming visitors, especially related to nature-based, sport & adventure, and cultural tourism experiences.

This event is open to tourism businesses operating in Puglia, Molise, Albania, or Montenegro and it will be held entirely in English.

innotourclust.italy-albania-montenegro.eu



This project is co-financed by the European Union under the Instrument for Pre-Accession Assistance (IPA II)

SEMINAR

BUSINESS AGREEMENT COLLECTION

SPEAKERS

- **PIERFELICE ROSATO**
- Department of Economics and Finance University of Bari "Aldo Moro"
- **ANTONELLA DONADIO**
- Chambre de Commerce Italienne pour la France de Marseille
- **SONIA BARANI**
- Italian Chamber of Commerce for Germany
- **DAVIDE BARGNA**
- Italian Chamber of Commerce and Industry for the UK

11TH MAY 2021 – 15:30 CET

Online event on ZOOM: [register here](#) to participate



Camera di Commercio
Lecce



UNIVERSITÀ
DEL SALENTO



Technical and scientific support by



ISNART