

VALORISING PORT-CITY CULTURE AND SUSTAINABLE TOURISM VOCATIONS **Adrijoroutes Kick-off meeting**

Del. 1.1.1. CB event in Ancona for the launching of the cross-border PIC

28th June 2024 Ancona, NH Hotel, Rupi di Via XXIX Settembre, 14

9.30- 10.00 Registration

10.00 – 10.30 Institutional Welcome

Daniele Silveti, Mayor, Municipality of Ancona

Admiral Inspector Vincenzo Vitale, Commander of the Port of Ancona
and Marche Maritime Director

Lucia Albano, State Undersecretary of Economy and Finance

Anna Flavia Zuccon, Interreg Italy-Croatia Managing Authority

10.30 – 11.00 Keynote Speech: The Marche region tourism strategy

Francesco Acquaroli, President of Marche Region

11.00 – 11.10 Adrijoroutes Project

Guido Vettorel, Head of Development, promotion, statistics,
communication and EU projects, Central Adriatic Ports Authority

11.10 – 12.15 Ports as gateways to discover local territories and link
different cultures

Figen Ayan, Chief Port Officer of Galataport Istanbul
and President of MedCruise

Vincenzo Garofalo, President, Central Adriatic Ports Authority

Marco Bruschini, Director, ATIM

Luca Lupi, General Secretary, Port System Authority of the
Western Sicilian Sea

Djoni Štambuk, Assistant to General Manager, Zadar Port Authority

12.15- 13.15 Port cities: the challenge for sustainable local touristic
promotion and integration

Michele De Vita, Secretary General of the Forum of the Adriatic and Ionian
Chambers of Commerce

Huibert van Rossum, Programme Manager Energy Transition,
Port of Rotterdam

Paolo Clini, Scientific Director of Dhekalos_Lab, the heritage digitization laboratory
of Polytechnic University of Marche and Chancellor's Delegate for Cultural Heritage

Vittoria Biego, Expert in port planning, Acquatecno

13.00 – 13.10 Conclusions and end of the meeting

13:10 Light lunch

Moderator: **Michele Romano**, journalist

