



***Business event
AdRia4Blue 2020
- promotion of blue economy and sustainable development***

AdRia4Blue 2020 event will be held from 11th to 12th June 2020 in Rijeka, Croatia, at the occasion of the 21st International Sailing Race 'Fiumanka' in the year in which Rijeka becomes the European Capital of Culture.

The AdRia4Blue is an international economic match - making event that brings together four helix stockholders with the aim of promoting and encouraging the Blue Economy and Sustainable Development. As we know, the Organization for Economic Co-operation and Development (OECD) predicts that the global maritime economy will grow at twice the rate of the mainstream economy by 2030. The potential of the Blue Economy around Adriatic and Mediterranean Sea basin can play a significant role for sustainable growth and job creation, whilst safeguarding its unique natural and cultural capital.

Recognizing the importance and the potential of the Blue Economy for Sustainable Growth and Job Creation, the Croatian Chamber of Economy - Rijeka County Chamber organized first edition of the economic event AdRia4Blue in June 2019.

AdRia4Blue 2020 will focus on the **blue&green economy and the Mediterranean quality of life**, particularly on:

- **Food and health from and by the sea**
- **Sustainable fisheries and aquaculture**
- **Gastro-oenological products**
- **Eco products and new technologies**

Our intention is to emphasize the need of strengthening the local producers supply. We will encourage their integration and marketing of products within the hospitality sector, as well as further development of the visibility of the entire tourist, oenological and gastronomic offer of the coastal area. The Mediterranean Quality of Life is listed on the UNESCO's Representative List of the Intangible Cultural Heritage of Humanity - our goal is to promote it and to contribute to the high positioning of the Mediterranean in the demanding gourmet scene of the world.

Also, following CCE CC Rijeka membership in ASCAME, AdRia4Blue 2020 will host the next Mediterranean MedaCity 2020 City Forum- one-day conference that will address the specific challenges and development of Mediterranean cities. The Forum is conceived as a synergy of the Rijeka 2020 - European Capital of Culture and AdRia4Blue 2020, and takes place in the context of Croatia's EU Council Presidency.

We kindly invite all the chambers, institutions and associations to become our partner!

Visit AdRia4Blue 2020 b2match homepage and register via following link

<https://adria4blue-2020.b2match.io/>

CONCEPT 2020

- **DATE:** June 11th -12th 2020, on the occasion of the 21st International Regatta 'Fiumanka'
- **LOCATION:** City of Rijeka, Port Terminal, Molo longo and Port Authority
- **GOALS:**
 1. Promotion of blue and green economy, sustainable fishery and aquaculture, shipbuilding and blue biotechnologies
 2. Promotion of the development of innovations and new technologies related to the marine sector aimed at environment and sea protection
 3. Contribution to the transformation of the economy and society towards a sustainable blue economy and sustainable development models
 4. Promotion of Mediterranean quality of life, food from and around the sea, autochthonous oenological and gastro products and organic production; using them as brands of the specific tourist region
 5. Encouraging the integration, connecting and internationalization of local producers through the placement of their products in the hospitality / hospitality sector`s market
 6. Contribution to the further visibility of the tourist and oenological-gastronomic offer and high positioning of the Mediterranean coastal region on the demanding gourmet scene of the world
- **PARTNERS:**

Partner country

- Republic of France

Friend countries

- Republic of Italy
- Kingdom of Morocco
- Kingdom of Norway

City partners

- City of Rijeka - **European Capital of Culture 2020**
- City of Dubrovnik (tbc)
- Trieste, Faenza and Genoa - Italian coastal cities - friends (tbc)

Chambers partner

- Valencia Chamber of Commerce, Spain
- Chamber of Rimini, Italy
- Centro Estero Veneto, Italy
- Styrian Chamber of Commerce, Austria
- Chamber of commerce Brindisi, Italy
- Croatian Coastal County Chambers (Chambers Pula, Otočac, Zadar, Split, Šibenik, Dubrovnik)

Other partners

- Croatian representative's offices in EU institutions
- Institute for Oceanography and Fisheries
- Croatian Agency for Agriculture and Food
- Primorje-Gorski Kotar County
- Croatian National Tourist Board
- Kvarner County Tourist Board
- Rijeka Tourist Board

- National Office Tourist Board in France, Paris

- Faculty of Tourism and Hospitality Management, Opatija
 - IGCAT - International Institute of Gastronomy, Culture, Arts and Tourism, Barcelona, Spain
 - Iter Vitis European Cultural Route, Council of Europe, Bruxelles, Belgium
 - ASCAME - Association of Chambers of Commerce of the Mediterranean
 - The Mediterranean Cities Association- MedCities
 - INSULEUR, Network of EU Chambers of Commerce and Industry
 - NEW ALPE ADRIA, Network of Chambers of the Alpine and Adriatic Region
 - The Forum of the Adriatic and Ionian Chambers of Commerce
 - Association Assonautica Italiana
 - Italian Blue Growth srl.
- **UNDER THE PATRONAGE OF:**
- Ministry of Tourism
 - Ministry of Agriculture
 - Enterprise Europe Network
 - Zagrebačka banka, Unicredit Group
- **PROGRAM CONTENTS**
- ✓ Thematic panels and workshops
 1. *From the Sea and the Coast to the Table and Best Host: local oenology and gastronomy as a basis for sustainable tourism development*
 2. *In Vino Veritas: experiences of wine destinations and gastronomic regions*
 3. *Eat What it's Worth: food from the sea - fish as a brand*
 4. *Sea of Tradition - Wave of Innovation: how to preserve traditional by creating innovative*
 5. *From the Start to the Goal: how to raise funds*
 - ✓ **Show cooking** (chefs David Skoko, Deni Srdoc, Stevo Karapandzha, Vivien Durand)
 - ✓ Promotion of national and foreign Mediterranean projects (e.g. **Fish of Croatia - Eat what it is Worth, Vina Croatia - Vina Mosaica...**)
 - ✓ **B2B** multilateral business meetings
 - ✓ Exhibition and commercial activities: **Mediterranean Food and Wine Fair Exhibition and Tasting**
 - ✓ **MEDACITY Forum of the Mediterranean Cities Association**
 - ✓ **Additional professional meetings** within the framework of regional initiatives where CC Rijeka is an active member

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