

AGENDA ADRIATIC SEA FORUM 2026

DAY 1

THSN Foundation – Auditorium Le Procuratie

1.30 PM REGISTRATIONS

2.00 PM WELCOME SPEECHES

- **Matteo Gasparato**, President - North Adriatic Sea Port Authority
- **Roberto Petri**, President - Assoport

2.30 PM Adriatic Sea Tourism Report 2026

Since 2013 each edition of the Adriatic Sea Tourism Report (ASTR) aims to give an in-depth analysis and description of maritime tourism in the Adriatic Sea with quantitative and qualitative information on the three sectors of maritime tourism in the Adriatic Sea (cruise, ferry and sail and yachting tourism).
The new edition of the report realized by Risposte Turismo will be presented at the opening of the forum.

- **Francesco di Cesare**, President – Risposte Turismo

2.45 PM Keynote speech

Climate change and rising sea levels will have far-reaching consequences for both the supply and demand of maritime tourism, from recreational boating to large ferry and cruise operations.

- **Ivan Federico**, Director, Global Coastal Ocean Research Division – CMCC Foundation

3.00 PM If the Adriatic truly wants to function as a single macro-region, ferries can be its main enabler

Ferry links represent not only essential transport connections, but also powerful drivers of economic cooperation and people-to-people exchanges among Adriatic territories. With the contribution, among others, of ferry companies and ports representatives, the discussion will examine the strategic role of Adriatic ferry routes in strengthening regional connectivity and supporting the growth of tourist and passenger flows across the basin, focusing on how these maritime routes can further enhance reciprocal mobility within the region while also attracting demand from markets beyond the Adriatic.

- **Robert Blažinović**, President of the Management Board – Jadrolinija
- **Marco Consalvo**, President, Eastern Adriatic Sea Port Authority and Trieste Terminal Passeggeri
- **Matteo Della Valle**, Chief Commercial Officer - GNV
- **Athanasios Porfyris**, CEO - Igoumenitsa Port Authority
- **Gabriele Ubaldi**, Chief Commercial Officer – Adriaferries

Introduces and moderates: **Alen Jugović**, Professor - University of Rijeka, Faculty of Maritime Studies

4.00 PM How significant is nautical tourism demand for Adriatic ports, really?

Nautical tourism is often considered a key driver for Adriatic coastal economies, but to what extent is this relevance determined by local, resident users, and to what extent by those who are more specifically tourists, and therefore in transit? In assessing the importance of nautical tourism for the Adriatic, this is the macro segment of demand that should be placed at the center of attention. During the round table, the views and intentions of the operators regarding the effective development of nautical tourism in the Adriatic will be explored, reflecting on the still limited share of tourist users within total marina traffic.

- **Junald Bajraktari**, Administrator - Marina Orikum
- **David Legrand**, Senior Sales Broker - Fraser Yachts
- **Roberto Perocchio**, President – Assomarinas
- **Ivan Soža**, Member of Council - Nautical Tourism Association of Croatian Chamber of Economy
- **Francesco Viacava**, Marine Hull Underwriter Generali Global Corporate & Commercial Italy

*Introduces and moderates: **John Wyborn**, Training Director - Blue Water Yachting (former President MYBA)*

5.00 PM Capitalising results for impact: The 4th Interreg Italy-Croatia Call on Sustainable Tourism

- **Silvia Comiati**, Head of Managing Authority - Interreg Italy-Croatia

5.15 PM Destination Adriatic

The final slot on the first day's program will be dedicated to a dialogue with leading representatives of Adriatic countries, with the aim of understanding the opportunities, benefits, and potential objectives for cooperation in building and promoting a stronger identity for the Adriatic as a macro-destination.

- **Simonida Kordić**, Minister - Ministry of Tourism, Montenegro
- **Alessandra Priante**, President – ENIT

*Introduces and moderates: **Francesco di Cesare**, President - Risposte Turismo*

AGENDA ADRIATIC SEA FORUM 2026 – RISERVATO A USO INTERNO

DAY 2

Ca' Dolfin – Aula Magna Trentin

8.30 AM REGISTRATIONS

--- CROSSCONNECT FINAL EVENT ---

9.00 AM Smart and sustainable mobility in Adriatic: examples to learn from

The opening of the second day of the forum will feature the European project CROSSCONNECT – “Cross-border Coordinated Sea-Land Approach Interconnecting Ports of the Adriatic Sea with Airports and Urban Areas” – funded by the Interreg Italy–Croatia Programme.

After a presentation of the activities planned and carried out through the project, a discussion will follow to explore the four new pilot intermodal connections developed within the project and how other stakeholders in the area can capitalize on the results.

Opening: **Silvia Comiati**, Head of Managing Authority- Interreg Italy-Croatia

- **Davide Bassano**, Sustainability Director - SAVE Venezia Airport
- **Tomislav Josipović**, CEO - Pula Promet
- **Evangelia Piteni**, Project Manager - Southern Adriatic Sea Port Authority
- **Jelka Tepšić**, Deputy Director - Port Authority of Dubrovnik

Introduces and moderates: **Anthony La Salandra**, Managing Director- Risposte Turismo

--- STRATEGIC ROADMAP PRESENTATION ---

The Framework of Innovative Intermodal Connections Between Ports and the Hinterland

- **Andrea Bucella**, Port Management Department - North Adriatic Sea Port Authority

The panel session will be followed by the signing of a Memorandum of Understanding by all the parties involved.

--- 10.45 AM - COFFEE BREAK ---

11.15 AM In the cruise tourism the Mediterranean moves ahead, while the Adriatic falls behind

Despite its strategic position and strong tourism appeal, the Adriatic continues to show a growing gap compared to other Mediterranean regions in the cruise sector, and it seems unable to find a new framework to return to past traffic levels. The debate, involving representatives from cruise companies, maritime agents, and ports, will aim to understand which competitiveness factors should be prioritized, which improvement actions appear feasible, and whether the conditions and intentions exist to reverse the trend.

- **Anna D'Imporzano**, General Manager – Ravenna Civitas Cruise Port
- **Željko Knežević**, Director - Zadar Port Authority
- **Leonardo Massa**, Vice President Southern Europe of the Cruise Division – MSC Cruises
- **Filippo Olivetti**, Executive Chairman – Bassani Group
- **Fabrizio Spagna**, President – Venice Yacht Pier
- **Stefano Torresi**, Director - Port Operations, Viking Cruises

Introduces and moderates: **Gabriele Bassi**, Chief Editor - Cruising journal

12.00 PM The value of maritime tourism for Adriatic Countries

Maritime tourism is a major driver of economic activity across the Adriatic, yet its full value is not always clearly measured or shared at regional level.

The discussion will focus on expenditure patterns, supply chains, and the wider induced effects on coastal economies, with particular attention to investment trends and the opportunities for strengthening the sector's contribution to regional growth.

- **Francesco Cocco**, Secretary General - Adriatic Ionian Euroregion
- **Francesco Mastro**, President - Southern Adriatic Sea Port Authority
- **Saverio Mucci**, Vice President - Government Lead - Mastercard
- **Antonello Testa**, Coordinator - Osservatorio Nazionale Economia del Mare OsserMare
- **Jose Tomas**, President - Croatian Chamber of Economy & Forum AIC

*Introduces and moderates: **Francesco di Cesare**, President - Risposte Turismo*

1.00 PM Cities of Adriatic

The 2026 edition of the forum will conclude with a discussion featuring the mayors of two leading cities in the region, focusing on how to balance the emerging needs of maritime destinations as tourism continues to evolve in the Adriatic.

*Opening: **Mona Bjorklund**, Director for policy coordination - DG MOVE European Commission*

- **Vladimir Jokić**, Mayor, Kotor Municipality
- **Roberto Di Piazza**, Mayor - Trieste Municipality

---NETWORKING LUNCH---