

## B2B meeting in Molise



### New issues for the development of tourism services: Workation in peripheral areas

January 16<sup>th</sup>, 2025

Venue: Enterprise incubator,  
Sviluppo Italia Molise (*Molise contamination Lab*)  
Via Don G. Mucciardi, 5 - 86020 Campochiaro (Italy)

Start of the meeting 09:00	
09:00 – 9:30	<b>Opening work with Welcome coffee</b> <b>Registration</b> <b>Distribution of the produced materials</b>
<b>Session 1</b>	<b>Presentation of a Joint Model of Services oriented to workation in Molise</b>
9:30 – 11:15	<b>Institutional greetings</b> Project Partners: Lead Partner – University of Salento – Department of Economic Sciences (Italy) – Sandra De Iaco (Project Manager, Full Professor of Statistics), Monica Palma (Communication Manager, Professor of Statistics); Partner – Sviluppo Italia Molise S.p.A. (Italy) – Fabrizio Spallone (Project Manager – <i>Innovation and International projects</i> ); Partner – People in Focus (Albania): Armelia Barci (Director/EU Project Manager); Partner – New Horizon (Montenegro) – Nazif Velic (Project Manager)  <b>Model of Services oriented to workation in Molise</b> Fabrizio Spallone (Project Manager - Sviluppo Italia Molise)  Questions and Answers
11:15 – 11:30	<b>Coffee break</b>
<b>Session 2</b>	<b>Experiences and concept test</b>

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11:30 – 14:15	<p><b>Round table with qualified expert operators: Italian and foreign tourist operators and tourist experts, among which:</b></p> <p><i>Panel of selected representatives from Albania, Montenegro, Molise</i></p> <ol style="list-style-type: none"> <li>1) Salvatore Zeoli - ESSENTIA Agritourism - Larino Campobasso</li> <li>2) Goffredo D'Andrea - Molisensi</li> <li>3) Mariacarmela Scutti - MSCamere</li> <li>4) Valentina Kazic - Vocational high school for trading, tourism and hospitality "Sergije Stanic" - Podgorica (MNE)</li> <li>5) Michele Caldaro - Molisè rafting</li> <li>6) Marco Cacciavillani - A.M.A. Green</li> <li>7) Marija Buric - Faculty of Economics and Business Mediterranean (MNE)</li> <li>8) Alessandro Colombo - Dimensione Explorer SRL</li> <li>9) Biagio Testa - International Studies College SSML</li> <li>10) Maria Teresa D'Alessio - Clipper 2029 Srls</li> <li>11) Loreta Isufi - Le Monde (AL)</li> <li>12) Angelo Presenza - University of Molise</li> </ol> <p><b>Presentation of the Concept test</b> (Fabrizio Spallone - <i>Innovation and International projects</i> - Sviluppo Italia Molise)</p> <p><b>Experiment of drawing up the Concept test</b></p>
<b>Session 3</b>	<b>Closing activities and work lunch</b>
14:15 – 15:30	<p><b>Presentation of the upcoming B2B events and discussion on further developments</b></p> <p><b>B2B evaluation</b> (Please fill in the hard copy of the <i>B2B Evaluation form</i> and deliver it to the desk, or scan the QR code)</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  IT Version </div> <div style="text-align: center;">  EN Version </div> </div> <p><b>Signing of the Memorandum of Understandings</b></p>
<b>End of the meeting 15:30</b>	