

B2B meeting in Molise



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

January 16th, 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	Opening work with Welcome coffee Registration Distribution of the produced materials
Session 1	Presentation of a Joint Model of Services oriented to workation in Molise
9:30 – 11:15	Institutional greetings 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) Model of Services oriented to workation in Molise Fabrizio Spallone (Project Manager - Sviluppo Italia Molise) Questions and Answers
11:15 – 11:30	Coffee break
Session 2	Experiences and concept test

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