



XI CONGRESS OF WOMEN ENTREPRENEURSHIP

Contribution of Women Entrepreneurship to the Development of Alternative Tourism

16th-18th October 2019 (Arta, Greece)



Conference Venue: Arta Chamber of Commerce (B K. Aitolou & N. Priovolou, Arta)

AGENDA

Working language: English. Greek, Italian, Croatian simultaneous translations are available

WEDNESDAY 16th OCTOBER 2019

Starting from 13:00 Registration

14:00 - 15:00 Opening session

Moderator, Voula Kehagia, Journalist

Welcome Addresses

- Ioannis Gkolomazos, President Arta Chamber of Commerce
- Gino Sabatini, President, Forum of the Adriatic and Ionian Chambers of Commerce
- Terezina Orlic, President of Croatian Chamber of Economy, County of Dubrovnik – representative of the Forum AIC workgroup on Women's Entrepreneurship
- Panagiotis Stampoulidis, General Secretary of Commerce, Ministry of Development and Investments of Greece
- Olga Gerovasili, Member of Parliament of Greece
- Alexandros Kachrimanis, Head of the Region of Epirus, Greece
- Christos Tsirogiannis, Mayor of Arta, Greece
- Triantafyllos Albanis, Rector of University of Ioannina Greece, Uniadrión Workgroup on Women's Entrepreneurship

15:00 – 16:00 **Current situation of female entrepreneurs in the EUSAIR Area**

- **Argyro Karachaliou**, Policy Officer, European Commission, DG Growth, SME Access to markets, “Current situation of women entrepreneurship in the EU”
- **Andrea Mosconi**, Marche Chamber of Commerce - member of Forum AIC “Current situation of women entrepreneurship in the EUSAIR Countries: analysis of available data and GEM study”
- **Sophia Kounenaki – Efraimoglou**, President of the National Chamber Network of Women Entrepreneurs, Executive Vice President of the Foundation of the Hellenic World, BoD Member of the Athens Exchange Group, “The women’s entrepreneurship as a synonym of Innovation and Development”

16:00 – 18:30 **Education and supporting tools for the development of Women entrepreneurship**

- **Jenny Pagne**, University Ioannina “Education for women’s entrepreneurship and the role of the Universities in the EUSAIR Area”, UNIADRION
- **Stephen D’Allesandro** (from distance- video)
- **Yorgos Goletsis, Athanassia Mavrommati**, Dept of Economics, University of Ioannina “The virtual incubator paradigm as a tool to leverage regional entrepreneurship in the Ionian -Adriatic Region. The YESS case.”
- **Chrysostomos Stylios**, Dept. of Informatics and Telecommunications, University Ioannina “The role of women in Quality Network for Sustainable Tourism-QNeST »
- **Ioannis Vougioukas**, CEO of EpirusBank, Greece – **Vasilios Tsoukanelis**, Executive Director, EpirusBank, “How financial tools & services can boost Women’s entrepreneurship”

Round table “Chambers of Commerce, services and supporting tools for Women enterprises”

- o **Eleni Chrisikopoulou**, Member of the Board of Directors of Greek Association of Women Entrepreneurs - SEGE
 - o **Lucia Pilutti**, Secretary General of Udine-Pordenone Chamber of Commerce
 - o **Antonija Bašić**, Croatian Chamber of Economy, County Split – Coordinator of AIC Forum Workgroup “Woman Entrepreneurship”
 - o **Ljiljana Filipović**, Vice President Montenegro Chamber of Economy
 - o **Flutura Xhabija**, President & CEO of SHGPAZ - Albanian Association of Women Business Professionals and Skilled Crafts
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- **Donatella Romozzi**, Marche Region, Italian Project partner, Presentation of the Stakeholder Platform *within the project “Supporting the Governance of the EUSAIR: Facility Point”*

20.30 **Networking Dinner**, Restaurant “Protomastoras” (Historical Bridge of Arta)

THURSDAY 17th OCTOBER

Starting from 9 Registration

09:30 – 11:00 **Focus on Alternative Tourism in the EUSAIR region**

- **Prof. Triantafyllos Albanis**, Rector of University of Ioannina, “The role and participation of the Universities in the Smart Specialization Programs. The case of women’s entrepreneurship”
- **Prof. Nikitas Assimakopoulos**, University of Piraeus, President of the Hellenic Society for Systemic Studies, President of the European Union for Systemics “Systemic Touristic Destination Management”
- **Flavia Coccia**, Tourism Expert within the Italian Chamber of Commerce System, ISNART National Institute of Tourism Researches “Accessible and Alternative Tourism”

- **Cristina Lambiase**, Destination Manager / Luxury Travel Marketing Senior Expert - China Outbound / Sinologist *“Chinese consumers as a cohort of passionate and sophisticated travellers: being a sustainable destination - created by local authorities and private businesses - is the strongest point of differentiation among the global competitors' arena”*

11:00 – 12:30 **Workshop session** - Coordinated by Eva Stefanidaki, Aegean University

Working language: English

Topic: “Women Entrepreneurship, Sustainable Development and Alternative Tourism”

The objective of the workshop is to identify the contribution and the added value that women entrepreneurs can give to the enhancement of alternative and sustainable tourism of EUSAIR by analyzing the strengths and the weaknesses. Thus providing common solutions in respect to the way and means needed in order to overcome problems in order to ensure both the sustainable tourism development and the women's entrepreneurship empowerment.

12:30 – 13:00 **Presentation of results of the Workshop and open Discussion**

13:00 – 13:30 **Light Lunch**

13:30 – 15:30 **Case Studies and Best Practices on Alternative Tourism in the Adriatic and Ionian Area**

- **Kalliopi Tzika**, Vice President of National Chamber Network of Women Entrepreneurs (Greece), *“The Alternative Tourism in Greece, The development of Alternative Tourism in Thessalia – Germany as a target group”* - Greece
- **Dimitrios Papageorgiou**, Entrepreneur of Trekking Hellas Tzoumerka, Trainer of Outdoor Activities *“The Alternative Tourism in Epirus, Greece”* - Greece
- **Nikolina Farcic**, director/owner , *“The Alternative Tourism in Croatia: Destination Weddings in Dubrovnik”* - Croatia
- **Francesca Gironi**, Vice president of the Women Committee Copa Cogeca, Representative Coldiretti Donna Impresa Marche, Ceo of Le Noci Azienda Agricola *“Women’s entrepreneurship in the Agricultural Sector to support the development of Sustainable Tourism: European and Italian levels”*- Italy
- **Maria Papavasileiou**, General Secretary of Agritourism Association of Guest Houses, Hotels and Holiday Apartments in Arta, *“ The development of Alternative Tourism as a key driver of tourism growth in the Regional Unit of Arta, Greece: Case study, The Chestnut Route in Italy”*. - Greece
- **Sabina Ramović**, RAMS travel (travel agency, R-ecreation A-dventure M-emorabile S-atisfaction) *“Cooperation with local population, communities, Government and NGO-s for the development of the territory and the sustainable Tourism”*- Montenegro

15:30 – 17:30 **Guided visit of the City and Cultural Heritage of Arta and of an enterprise on the field of Alternative Tourism**

20.30 **Networking Dinner**, Hotel Vyzantino

“The Music School of Artas presents the different kinds of music of our country, through some selected traditional songs”

FRIDAY 18th OCTOBER

9:15 **Extraordinary and Ordinary Assembly – Forum AIC members only**

10:00 – 12:00 **Networking /Posters Session**

*A poster session is 120 minutes and is scheduled concurrently with other meetings in program. Posters are grouped by key interest area. During the poster session, each poster presenter will have 3-5 minutes to present their topic or to disseminate their project. Dimensions for the posters are 60*90cm (Width 60 and Height 90).*

11:00 - 12.00 **Press Conference**