

---

Annex A Programme

WORKSHOP 04-15:

**“Ports and regional tourism”**

September 21-23 2005, Genoa (Italy)

Wednesday, September 21

**9.30-10.00:**

Registration of participants for the PORT-NET workshop  
Punto Immagine GAL Appennino Genovese, Via Roma 11/4 – Genova

**10.00-10.15:**

Welcome (Mrs. Marisa Bacigalupo, President of the GAL Appennino Genovese).

**10.15-10.30:**

Official opening of the workshop (Mr. Matthias Ross, Responsible of the PORT-NET project, Port Authority of Hamburg).

**10.30-11.00:**

Marketing and tourism development of the old harbour of Genoa (Mr. Paolo Bertelli, Marketing and Tourist Development of Aquarium of Genoa)

**11.00-11.30:** Coffee Break

**11.30-12.00:**

Comparison between the sustainable tourist development and the role of the trade port in the Gulf of Poets (Mr. Emanuele Fresco, Major of the Municipality of Lerici)

**12.00-12.30:**

Questions, answers and discussions

**12.30-14.30:** Lunch

Punto Immagine GAL Appennino Genovese, Via Roma 11/4 – Genova

**15.00-17.00:**

Tour of the port of Genoa by boat

Palazzo San Giorgio – Genova

*Evening available for each participant*



---

Thursday, September 22

**9.30-10.00:**

Registration of participants for the PORT-NET workshop  
Punto Immagine GAL Appennino Genovese, Via Roma 11/4 – Genova

**10.00-10.30:**

Project Life “PHAROS”: the Emas registration of tourist harbours and golf courses  
(Mrs. Daniela Minetti, Representative of Regione Liguria).

**10.30-11.00:**

Cruise tourism in Genoa in the last five years (Mr. Alberto Cappato, Director of the  
International Communication Institute).

**11.00-11.30:** Coffee Break

**11.30-12.00:**

New infrastructural projects and new opportunities in the development of the port  
(Mrs. Anna Corsi, Representative of the Municipality of Genoa)

**12.00-12.30:**

The coastal integrated planning: the experience for the Liguria Region (Mr. Giovanni  
Gaggero, Representative of Regione Liguria)

**12.30-13.00:**

Questions, answers and discussions

**13.00-14.00:**

Lunch

Punto Immagine GAL Appennino Genovese, Via Roma 11/4 – Genova

**14.30-15.00:**

The tourism in the district of Genoa in accordance with the Observatory of the  
Chamber of Commerce (Mrs. Anna Galleano, Representative of Chamber of  
Commerce of Genoa)

**15.00-15.30:**

The cruise and ferry market in the Port of Genoa: competitive position and future  
development (Mrs. Laura Ghio, Representative of Sea Port Authority of Genoa)

---

**15.30-16.00:**

Questions, answers and discussions

**16.00-19.00:**

Guided tour of the city and its old centre. Visit of Aquarium

**20.00:**

*Dinner at Cantine Squarciafico (Piazza Invrea, 3R)*

Friday, September 23

**Punto Immagine GAL Appennino Genovese, Via Roma 11/4 – Genova**

**10.00-10.30:**

Registration of participants for the PORT-NET workshop

**10.30-11.00:**

The european policy about ports and tourism (Mrs. Marta Vincenzi, European Parliament).

**11.00-11.30:**

Questions, answers and discussions

**11.30-12.00:**

Press Conference

**12.00-12.30:**

Aperitivo and buffet

**12.30-12.45:**

Evaluation Session

**12.45-13.45:**

Closing Session: summary and conclusions of the workshop

**15.30: End of Port-Net workshop 04-15**

