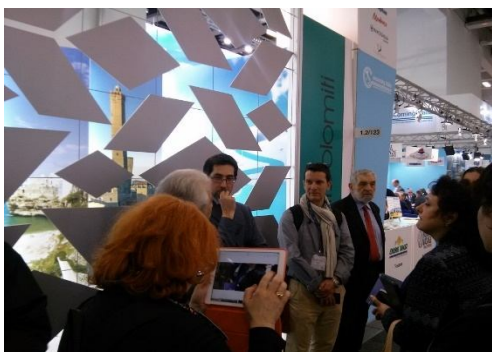


NEWSLETTER no 4

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4th Project Management Meeting Berlin, Germany

During the period 8th – 1th of March 2017 Berlin gathered the project partners within the world leading travel fair ITB Berlin 2017. Series of discussions, peer meetings and visits were organized as part of the event where the partners had the possibility to present and promote their territories and national peculiarities.

The 4th project management meeting was leaded by the project coordinator CULTURPOLIS. The partners discussed about technical and operational details in delivering the content of the iBook and games the main project outcomes. Special time slot was devoted to the International Conference which will take place in Alba Julia, Romania, from 2nd till 6th August 2017.

Mr. Georges Perot, Director of the European Music Day presented the possibilities of marketing the “EUROTHENTICA. THE FUTURE” as a entrepreneurship supply of tourist –oriented products and services.

Special meeting was scheduled with Mr. Valentino Izzo, the Project Officer who was explained the whole concept of iBook and promotion of the tourism in 7 countries through stories, games and imagination. Mr. Izzo spoke about the importance of marketing and visibility of the tourism products and sustainability DIVERTIMENTO project offers.

Study Visit ITB Berlin 2017, Germany

As the World Leading Travel Show the ITB in Berlin gave the possibility over 100,000 world-wide exhibitors to be represented and promoted. The project partners visited different pavilions where the partner countries offered their tourist products and services. The first stop was at the Italian pavilion where a presentation of different regions was observed. Then the group visited the Turkish pavilion and the Trabzon stand. The study visit included also the Romanian pavilion and the Romanian Tourist Association where Dr. Dorothea Papathanasiou-Zuhrt and prof. Valentina Vasile presented the Eurothentica and the iBook. Then the group continued visiting the Greek, Bulgarian and Spanish pavilion.

A special session was dedicated to match event when the project partners had peer meetings with potential clients and otourist suppliers.



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EUROTHENTICA Collection



Meeting with officials

Among the top meetings was the one which gathered H.E. Mr. Dario Franceschini, Italian Minister of Culture, Heritage and Tourism, H.E. Dr. Susanne Marianne Wasum-Rainer, Ambassador of the Federal Republic of Germany in Italy and Mr. Corrado Matera, Counsellor for Tourism, Region of Campania and Aldo Di Russo from Unicity. The meeting took place on 8th of March 2017 at the Italian pavilion and a presentation of the iBook and EUROTHENTICA was made for the representing guests. The idea was positively assessed and considered as appealing as for promotion of Italian tourism in less known and peripheral historic places.

Presentation of the EUROTHENTICA collection

Aldo Di Russo representing Partner 02, Unicity presented the Italian Chapter "Looking for Myths" part of the iBook. He presented the Eurothentica concept and the other 6 interrelated stories of the historic trail exposing Greece, Spain, Bulgaria, Romania, Turkey and Slovenia. The presentation followed the press event under the auspices of Mr. Corrado Matera, Counsellor for Tourism, Region of Campania.

PROJECT INFO DAY

ITB Berlin 2017 provided many occasions for presentation of the Cultural Heritage Route and Gamification model as major outcomes DIVERTIMENTO project is going to deliver. Following that several meetings, matchmaking events and peer discussions were organized where the project partners had the opportunity to meet entrepreneurs, business representatives, officials, etc.

The project info day was represented by the the lead partner Culture Polis within the workshop targeted to the perspectives and possibilities the EU provide through the financial mechanisms, tools and practices. The wrokshop was organized by European Enterprise Network and gathered organizations, companies, enterprises, etc. working to promote tourist costumer- related products and services. The special presentation entitled: "What does Brussels enahnced? Overview of Transnational Culture Heritage Route by DIVERTIMENTO project" was lead by Dr. Dorothea Papathanasiou-Zuhrt with the participation of the partner countries.

