



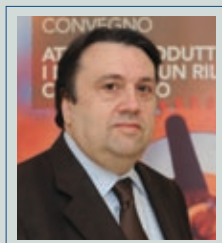
POR FESR 2007- 2013
OBIETTIVO COMPETITIVITA'
REGIONALE E OCCUPAZIONE
Friuli Venezia Giulia

INVESTIAMO NEL NOSTRO FUTURO



A PLATFORM FOR INTEGRATED COMMUNICATION

New instruments in the service of citizens



The big news regarding the ROP ERDF 2007-2013 mode of communication is the "platform for integrated communication".

This important innovation, which is to be used in the Region for the first time,

will allow for the multi-channel management of information by means of digital communication channels.

In short, through a free registration process, the technological platform will allow people to receive (via e-mail) all of the news regarding the POR FESR 2007-2013, such as the terminated contracts, the organization of conferences and seminars and other useful information.

The application allows the user to compile their own profile in several steps, the first accreditation, in fact, is very simple (inserting mail address and telephone number), while the second step allows the system to recognize the user and create a detailed profile.

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The editor-in-chief
Enzo Cattaruzzi

150 MILLION EURO IN 6 MONTHS

The fruits of the ROP ERDF 2007-2013

The meeting that took place in Udine on March 10th last, regarding Trade and industry was very important for the regional industrial system. The economic allocation of 56 million Euro and the targets to which the calls for tenders presented refer are the proof of this, with small and medium businesses, moving on to consortiums and large businesses, bringing together the whole regional productive infrastructure. The meeting was attended by Luca Ciri-ani, the vice-president and business coun-

cillor of the Friuli-Venezia Giulia Regional Government and by Federica Seganti, the regional councillor for local planning, local autonomy and safety, international and EU relations, who emphasising the economic commitment to local businesses, provided a summary of the work carried out up to the present by the 2007-2013 planning. "We have seen a year and a half of economic crisis with the worst recession ever in our region. With these calls for tenders we are aiming to give a concrete means for boosting and re-

launching the businesses of Friuli Venezia Giulia". It is a very important time because today we have reached 50% of the resources allocated by the ROP ERDF 2007-2013 programme; indeed out of the total resources of 303 million Euro, up to today we have allocated 150 million; therefore, in a little less than 6 months (the planning and publica-



tion of the calls for tenders that began on the previous 23 of September) substantial results have been achieved. Councillor Seganti therefore wished to emphasise that the results obtained stem from the involvement of 7 central departments and 17 sections of the regional administration. The will and commitment of having made available 150 million Euro of the productive and economic world shines through in the words of Ciri-ani and Seganti, which must be seen as a means of stimulating and accompanying the economic recovery. Another

important piece of news from Councillor Seganti, regarding the increase in the cash advances for the projects presented. "The request for credit on the part of the companies, above all in this period, has been very problematic and to remedy this it has been decided to make advances of up to 80% available from regional funds".

The results obtained up to now have been efficiently advertised and publicized by the Publicity plan of the ROP ERDF 2007-2013, by means of meetings, conventions and material such as brochures and newsletters with the aim of making the calls for tenders more accessible on the part of the benefactors and citizens. At the end of his speech Councillor Seganti wished to inform those in attendance about the launch of the multimedia communication platform, "an important innovation which can revolutionise the way of communicating with users by keeping them informed about all of the news regarding the European Regional Development Fund".

A communication that follows the citizen

The dynamic publicity of the ROP ERDF 2007-2013



The general objective of the Publicity Plan consists of making the citizens and current and potential beneficiaries aware of the aims and operating modalities of the projects that are financeable through the 2007-2013 Planning of the European Regional Development Fund. In order to satisfy this objective the ROP ERDF 2007-2013 of the Friuli Venezia Giulia Regional Government has broadened the spectrum of traditional action regarding the mode of communicating with citizens. Apart from the actions carried out up to now, to which ample coverage was dedicated in the last edition of the newsletter, since May a new frontier for communication has

been added: dynamic publicity. Dynamic publicity means a type of publicity that does not wait to capture a client when they are relaxing in front of the TV at home or when they open a magazine; instead it follows them to their everyday places, capturing their attention with focused messages and original forms of communication. Dynamic publicity, all things considered, seems to be cheaper than the static variety and has a greater visibility. Indeed, the number of contacts guaranteed by the "means" in movement is superior. The advantage is significant: the contact with the consumers is continuous and communication is inevitable. The dynamic publicity of ROP ERDF 2007-2013 plans for

a publicity campaign on taxis and buses with varying targets. Going into greater detail, the first type of communication concerns general information on the fund using 22 taxis (12 in Trieste and 10 in Udine) that will drive around for two months with posters on the sides drawing attention to the funds allocated (303,001,323 euro), and the regional government's site (www.regione.fvg.it -European and International relationships page) which can be accessed to obtain information and suggestions by registering on the mailing list and/or requesting to be informed via sms. The second type of publicity which is more specific was developed to promote the funds supporting the development of the multi-building hotel and as a means of publicity the sides of buses that run from Udine to Tolmezzo was chosen. The initiative got under way in the local capital town of Carnia in the presence of the president of the Regional Government, Renzo Tondo, and Councillor Seganti. "The mountain has to be aware of the opportunities that exist", said Tondo, underlining the utility of a clear system like that of placing posters on public transport to bring the people closer to the financial instruments made available by the EU. In all, Councillor Seganti revealed, the

ROP ERDF (Regional Operative Plan of the European Regional Development Fund) calls for tender make available more than 20.5 million Euro for the consolidation of the existing multi-building hotel network and for new initiatives in the sector. Of this, 14.5 million will go to support new initiatives for multi-building hotels (9 million) and the consolidation of already existing structures (5.5 million) through integrated projects which the municipality, private businesses and companies participate in. "It concerns two calls for tenders expiring on the 30th of June next and the aim is to attract the attention of the biggest possible number of interested parties", commented the councillor, underlining that "there are opportunities for all and our aim is to see to it that anyone who is entitled can have access to these resources". Taxis, buses, radio and television are therefore the instruments that the regional administration is putting its faith in to reach the widest slice of population possible because "the greater the participation the more the quality of the projects increases and the more the competitiveness of the territory grows", said the councillor. ●



Trade and industry: the calls for tenders for a competitive relaunch

Research, innovation, investment to build on the results obtained

on the 10th of March 2010, were presented in the Regional Auditorium in via Sabbadini, the calls for tenders regarding the new ROP ERDF 2007-2013 resources for the competitiveness of companies were published in the BUR SO n.5 on the 10th of February 2010.

The incentives aimed at research, development and innovation projects are directed at small, retail, tourist and service businesses and industries. The Regional Government is involved to the tune of 56 million Euro: small businesses have been allocated 7 million Euro, 40 million to industry, 9 million for commercial, tourist and service business.

Research, innovation and investment to build on the results obtained and take advantage of new opportunities: these are the projects that will find the funding support made available with the new ROP ERDF 2007-2013 calls for tenders, new blood for the relaunch of the competitiveness of the businesses of Friuli Venezia Giulia.

The conference, entitled "Trade and Industry: the calls for tenders for a competitive relaunch", involved the participation such as speakers of Luca Ciriani, the vice-president and business councillor of the Friuli Venezia Giulia Regional Government, Federica Seganti, the region-

al councillor for local planning, local autonomy and safety, international and EU relations, Francesco Forte, the director of the EU Policy Service, Antonella Manca, the central director for trade and industry, Enzo Cattaruzzi, the head of the ROP ERDF 2007-2013 publicity plan, Giuseppe Napoli, the central vice-director of the Central International and EU Relations Department, Lydia Alessio Verni, the director of the support and promotion service of the trade and industry division, Sabrina Miotto, the director of the support and promotion service of the service and retail divisions, Roberto Filippo, the director of the support and promotion service of the small business division and, Alessandro Zacchigna, the director of the regional service for the development of tourism.

In the opening speech Councillor Ciriani emphasised how the calls for tenders that have been presented constitute a strategic opportunity for the development of regional businesses. "These calls for tenders give us the opportunity to overcome the defensive policy that our businesses have had to face due to the problem of the lack of access to credit in recent times and launch a policy of investments for recovery". The councillor then pointed out how with these calls for tenders strong emphasis was being placed

on research and development to promote competitiveness internationally and for this reason it was decided to allow the possibility of further paying for the costs of industrialization of the projects.

Councillor Seganti opened her speech providing some significant figures with relation to the project: 56 million Euro made available for the region's industrial and trade system. "I hope that the resources involved, at regional and extra-regional level, not only have an accumulative effect on the funds available to companies, but also and above all a multiplier effect for an integrated economic recovery".

The councillor then stressed the promotional part of the project, pointing out how fundamental it is for the validity of the calls for tenders to combine them with a system of communication that is simple and accessible to all. For this reason a portal was established, operational from today, through which the users can have access to simple information in real time on the status of the contracts.

Giuseppe Napoli, the central vice-director of the Central International and EU Relations Department, was next to speak and he explained the effort expended to speed up the bureaucratic processes involved in putting the calls for tenders into practice, thanking the management teams involved for the work carried out in this regard. He then wished to reinforce the themes already expressed by Councillor Seganti on communication, pointing out the importance of the portal, which is capable of providing information on the aforementioned contracts, but also on other contracts which are less well known due to the lack of communication.

Francesco Forte, the director of the EU Policy Service, who also played the role of mediator at the conference, explained to the packed auditorium the need for the tight EU restrictions on the calls for tenders, serving to recognize the diverse

European realities and to "push forward" the investments.

Before the technical reports on each individual contract, introduced by the central director for trade and industry, Antonella Manca, the conference was the ideal location for the presentation of an important piece of news regarding the mode of communication of the ROP ERDF 2007-2013.

To this end, Enzo Cattaruzzi, the head of communications for the European Regional Development Fund, informed those present of the launch of the multimedia platform. This important innovation, which is being used for the first time in the Region and which we wished to officially present today during this conference, will allow for the multi-channel management of the direct and relationship marketing activities carried by the digital communication channels. In brief, through a free registration process, the technological platform will allow people to receive (via e-mail) all of the news regarding the ROP ERDF 2007-2013, such as the terminated contracts, the organization of conferences and seminars and other useful information. The use of electronic mail allows for the creation of, in effect, a bi-directional communication, from the sender to the recipient and vice versa. Indeed, the recipient may receive the message in real time and give immediate, visible and instantly analysable replies. The e-mail messages will not contain multiple attachments in various formats but will directly contain the useful news, images and links than can be clicked on to be followed up in more depth.

As an alternative to the e-mail, the application allows the users to be sent an sms with the advantage of reaching even those who do not habitually use IT tools.

All of the slides of the convention may be downloaded from the website www.regione.fvg.it in the ROP ERDF section. ●



A platform for integrated communication

New instruments in the service of citizens

Per essere sempre informato sulle opportunità offerte dal Fondo Europeo di Sviluppo Regionale in Friuli Venezia Giulia attiva il servizio infoFESR registrandoti direttamente nelle pagine web del portale regionale (sezione FESR).



Using the platform is easy and intuitive because all of the processes are guided step by step.

The management of the database of contacts accords full respect to the privacy laws and allows for the creation of lists based on different profiling parameters and the automatic management of the interaction with the user's own contacts (inscriptions, cancellations, modifications of the profile, preferences, etc.), with the purpose of providing information focused on the needs of the individual user.

The integrated communication platform was studied and developed especially to unite the distinctive advantages of the Internet with the features of direct communication, allowing for the use of a single instrument to achieve the diverse objectives of communication.

The messages sent can reach a high level of customisation. Thanks to the instruments inserted in the platform, the communication can be adapted on the basis of the information on the users who already have it, managing an effective one-to-one communication.

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As an alternative to the e-mail, the application allows the users to be sent an sms with the advantage of reaching even those who do not habitually use IT tools.

This solution, which was devised for the creation of a direct interaction with users, allows for the extremely rapid creation and fully autonomous management of on-line polls, which

can reach high levels of sophistication, obtaining detailed reports on the answers, in real time.

In conclusion we can therefore define as multimedia a form of communication determined by the integrated use of information and communication technologies that imply the integration of different types of media, languages and communicative strategies.

The ROP ERDF 2007-2013 publicity plan continues to evolve its systems to find new strategies to carry information to all of the possible beneficiaries of the European Regional Development Fund. ●



The editor-in-chief
Enzo Cattaruzzi



Friuli Venezia Giulia for the environment

New calls for tenders for an eco-sustainable development

On the official fact sheet n.17 of April 28 2010 of the Friuli Venezia Giulia Regional Government, the call for tenders has been published for the award of grants for work aimed and the exploitation of renewable energy resources. Such work involves the use of biomass and in this article we intend delve deeper into this issue in a simple way to try to better understand the importance of the use of renewable energy.

Biomass is defined as any substance of organic, vegetable or animal matrix aimed at providing energy or at producing agricultural soil ameliorant and is a sophisti-

cated form of solar energy accumulation.

The brevity of the period of recovery ensures that biomass is regarded as a renewable energy resource, as the time for using the substance is comparable to that of its regeneration. As the environmental sustainability of an energy resource is inherent in the concept of renewability, it is necessary that the type of biomass, with particular reference to forest-origin biomass, originates from practices that have a negligible or zero environmental impact (ex. forest maintenance operations). As long as the burned biomass is replaced by new biomass,

the net emission of carbon dioxide in the atmosphere is zero.

Biomass that is usable for energy purposes consists of all of the organic materials that can be directly usable as combustibles or transformed into solid, liquids or gas combustibles.

Therefore biomass, apart from the essences expressly cultivated for energy purposes, includes all the products of agricultural cultivation and forestation, including the remnants of agricultural and forestry work, the waste products of agro-food products made for human or animal consumption, the residues that have not been

chemically treated of the timber and paper industries and all of the organic products deriving from animal or human organic activity, such as those contained in urban refuse (the "organic element" of refuse).

In the most general sense biomass can therefore be considered to be all of the material of organic origin, both vegetable and animal.

We may add, in short, that extracting energy from biomass allows for the elimination of waste produces from human activity, the production of electrical energy and the reduction of dependence on fossil fuel sources such as petroleum. It is a clean source of energy in which the EU has decided to invest at a level equal to that of wind power. The Friuli Venezia Giulia Regional Government, with the publication of the call for tenders for the allocation of grants for work aimed at exploiting renewable energy resources – BIOMASS, intends to continue its campaign centred on the eco-sustainable development of the territory. ●



Call for tenders for the allocation of grants for work aimed at exploiting renewable energy resources.

Eco-sustainability and energy efficiency

Axis 5 of the ROP ERDF 2007-2013

On the theme of energy, with the signing of the Lisbon Treaty, Italy has committed itself along with the other European countries to meet certain important and challenging targets by 2020 which are indicated as package 20/20/20 and refer in particular to the aim of reducing the consumption of raw materials by 20%, the reduction of carbon emissions by 20% and to derive 20% of energy consumption from renewable resources, with respect to 1990 levels. The Friuli Venezia Giulia Regional Government is working to achieve these aims partly through the regional operative programme ROP ERDF 2007-2013 and particularly with the Axis V "Eco-sustainability and energy efficiency of trade and industry". On the theme of sustainable economic development, they seek to promote an increase in the quality of life and the attractiveness of the location by means of an eco-sustainable industrial system on the one hand, and on the other they seek to reduce the negative effects on human development thanks to the increase in energy efficiency and the use of renewable energy resources as well as the reduction of atmospheric emissions. After the first calls for tenders for the exploitation of geothermic resources through plants with geo-exchange systems and heat pumps, launched at the beginning of 2010 and which saw the presentation by numerous communities of the region of projects for the creation of plants for public buildings such as day nurseries, elementary and middle schools, old people's homes, buildings containing sports and recreational facilities and multi-purpose halls, a further four calls for tenders were recently approved (see the box), some planned for local bodies and others for the PMI and GI with a financial endowment of over 21 million Euro. All of the information and documentation may be downloaded from the Regional Government's website www.regione.fvg.it – **POR FESR section**.

Call for tenders for the allocation of grants for work aimed at the exploitation of renewable energy resources -BIOMASS

Aim

The call for tenders is aimed at promoting the development of projects that involve the exploitation of the renewable resource – agroforestry biomass.

Beneficiaries

The municipalities of the Friuli Venezia Giulia Region may present a request for financing.

Financeable projects

Financeable projects are those which consist of new plants for thermal production alone, for cogeneration or tri-generation using agroforestry biomass, that may serve public and private uses, for new remote heating or cooling networks serving existing plants and belonging to the municipality for thermal production alone, cogeneration or tri-generation using agroforestry biomass, as well as new plants for thermal production alone, for cogeneration or tri-generation using agroforestry biomass, and linked to a new remote heating or cooling network, that may serve public and private uses.

Available financial resources

The ROP ERDF 2007-2013 resources allocated to the call for tenders, net of the co-financing quota charged to the public beneficiaries, amounts to Euro 10,335,382.00.

Closing date and terms for the presentation of bids

The bids must reach the territory's forestry department inspectorate within 90 days of the date of the publication of the call for tenders in the BUR (Official bulletin of companies) of the Friuli Venezia Giulia Autonomous Regional Government.

For further information

www.regione.fvg.it (POR FESR SECTION)

- Ispettorato ripartimentale foreste di Pordenone, Via Oberdan 18 tel.: 0434/5291, 0434/529213 e-mail: irf.pn.agrifor@regione.fvg.it
- Ispettorato ripartimentale foreste di Tolmezzo Via San Giovanni Bosco, 8 tel.: 0433/481422 e-mail: irf.tolm.agrifor@regione.fvg.it
- Ispettorato ripartimentale foreste di Trieste e Gorizia: TRIESTE (Via Monte San Gabriele, 35 Trieste tel.: 040/3775464 e-mail: irf.ts.agrifor@regione.fvg.it) GORIZIA (address Via Roma, 7 Gorizia tel.: 0481/386424)
- Ispettorato ripartimentale foreste di Udine Via Prefettura, 10 tel.: 0432/555500 e-mail: irf.ud.agrifor@regione.fvg.it

Call for tenders for the exploitation of the geothermic resources in the geothermic strata known and existing in the first seven hundred metres

Aim

The call for tenders aims to promote the development of projects that plan to exploit the geothermic resources in the geothermic strata known and existing in the first seven hundred metres.

Beneficiaries

The mountain municipalities, provinces and communities of the Friuli Venezia Giulia Region may present a request for financing.

Financeable projects

Financeable projects are those which plan to create structures and infrastructure for the exploitation of the geothermic resources in the geothermic strata known and existing in the first seven hundred metres, for aims linked to environmental acclimatisation, the production of sanitary hot water, for technological uses including the creation and completion of remote heating networks.

Available financial resources

The ROP ERDF 2007-2013 resources allocated to the call for tenders, net of the co-financing quota charged to the public beneficiaries, amounts in total to Euro 1,155,000.00.

Closing date and terms for the presentation of bids

The bids must reach the central department for the environment and public works – Servizio geologico, via Giulia n. 75/1, 34126 Trieste, within 120 days of the date of the publication of the call for tenders in the BUR (Official bulletin of companies) of the Friuli Venezia Giulia Autonomous Regional Government.

For further information

www.regione.fvg.it (POR FESR SECTION)

- Central department for the environment and public works - Servizio geologico via Giulia, n. 75/1 – 34126 Trieste tel. 040/3774182 - fax 040 3774410 e 040 3774513 e-mail: s.geologico@regione.fvg.it

Call for tenders for the exploitation of the deep geothermic resources beyond seven hundred metres

Aim

The call for tenders aims to promote the development of projects that plan to exploit the deep geothermic resources, beyond seven hundred metres, also to complete the work begun in the previous planning.

Beneficiaries

The mountain municipalities, provinces and communities of the Friuli Venezia Giulia Region may present a request for financing.

Financeable projects

Financeable projects are those which plan to create structures and infrastructure for the exploitation of the deep geothermic resources beyond seven hundred metres, also to complete the projects begun in the previous planning, for aims linked to environmental acclimatisation, the production of sanitary hot water, for technological uses including the creation and completion of remote heating networks.

Available financial resources

The ROP ERDF 2007-2013 resources allocated to the call for tenders, net of the co-financing quota charged to the public beneficiaries, amounts in total to Euro 1,925,000.00.

Closing date and terms for the presentation of bids

The bids must reach the central department for the environment and public works – Servizio geologico, via Giulia n. 75/1, 34126 Trieste, within 120 days of the date of the publication of the call for tenders in the BUR (Official bulletin of companies) of the Friuli Venezia Giulia Autonomous Regional Government.

For further information

www.regione.fvg.it (POR FESR SECTION)

- Direzione centrale ambiente e lavori pubblici - Servizio geologico via Giulia, n. 75/1 – 34126 Trieste tel. 040/3774182 - fax 040 3774410 e 040 3774513 e-mail: s.geologico@regione.fvg.it

Incentives for initiatives aimed at sustaining energy efficiency and the use of renewable sources by the businesses of Friuli Venezia Giulia

Aim

The call for tenders is aimed at promoting energy efficiency with reference, moreover, to energy saving commensurate with the total activity of the production installation, environmental protection and the use of renewable energy sources, as well as the development of the "energy supply chain".

Beneficiaries

Bids may be presented by small and medium sized companies (PMI) and large companies (GI), industrial, small and retail also in the form of a consortium, limited liability consortiums and cooperatives as well as tourism companies that manage "tourist infrastructure".

Financeable projects

Financeable projects are those which plan initiatives in the field of energy saving, renewable resources, the cogeneration of energy and heat and the substitution of hydrocarbons with other combustibles.

Available financial resources

The ROP ERDF 2007-2013 resources allocated to the call for tenders, net of the co-financing quota charged to the public beneficiaries, amounts in total to Euro 8,000,000.00.

Closing date and terms for the presentation of bids

Bids must reach the relevant Chamber of Commerce within 90 days of the opening of the terms as stipulated by the call for tenders.

For further information

- C.C.I.A.A. of Trieste Piazza della Borsa, 14 34121 TRIESTE
- C.C.I.A.A. of Udine Via Morpurgo, 4 33100 UDINE
- C.C.I.A.A. of Gorizia Via Crispi, 10 34170 GORIZIA
- C.C.I.A.A. of Pordenone Corso Vittorio Emanuele, 47 33170 PORDENONE

International desk

The development scenarios for the Adriatic-Balkan area

Delegations from 11 countries from the Balkan zone met in Gorizia to discuss the possibility of cooperation centred on the themes of energy, transport infrastructure and finance, issues which will be at the centre of EU planning from 2013 - 2020. Organised by the Regional Government – under the supervision of the Department of International and EU Relations - in collaboration with the Ministry for Foreign Affairs, the Municipal Government of Gorizia and the Banca popolare Friuli Adria - Crédit Agricole, the International Desk Forum, “ The development scenarios for the Adriatic-Balkan area”, took place on Monday the 8th and Tuesday the 9th of March in the Conference Centre. At the opening of proceedings, Renzo Tondo, the president of the Friuli Venezia Giulia Regional Government and Federica Seganti,

the regional councillor for international and EU relations, were joined by, Franco Frattini, the Minister for Foreign Affairs, Ettore Romoli, the mayor of Gorizia, Gerhard Pfanzelter, the General Secretary of the Central European Initiative (CEI), Alessandro Grafini, the ambassador of the Adriatic Ionic Initiative (IAI) and some representatives of governments from countries of the Balkan zone: the mining and energy minister for the Republic of Serbia, Petar Skundric, and the vice minister for transport and communications of Montenegro, Srdjan Vukcevic. Minister Frattini affirmed that the organisation of this initiative in Gorizia reinforced the natural vocation of Friuli Venezia Giulia that, for historical reasons but also entrepreneurial ones, has always considered the Adriatic-Balkan area as its “natural projection”. Gorizia itself, indeed,

showed the way, signing an agreement to construct an EGCC (European Cross-Border Cooperation Grouping) with the bordering municipalities of the Republic of Slovenia, renewing a process of collaboration already begun in the 1960s. President Tondo, in his speech, emphasised how the meeting was an important chance to deepen and exchange experiences but was also a point of departure, and not just of arrival, to “recalibrate” the role of Friuli Venezia in the Balkan area, transforming the International Desk into a permanent and transversal coordination, with its headquarters in Gorizia, of instruments such as Finest and Informest. Globalisation, according to the president – forces us to identify new instruments to support our entrepreneurial systems. At the end of the proceedings, the president and councillor for international and EU relations acknowledged the success of the initiative, evidenced by the president of the minister, Franco Frattini, and of the undersecretary, Alfredo Mantica, and of representatives – both of the institutions and of the business world – from 10 countries from the Balkan zone. The Forum confirmed the commitment of the government to make the most of the international role of the region and in particular of Gorizia. Frattini, emphasised how the regional collaboration between Friuli Venezia Giulia and Carinzia represents a model, to which even the Italian government pays particular attention, particularly regarding the prospects for the cross-border Euro region. Indeed, both regions are strongly interested in the prospects opened by the Adriatic – Balkan corridor project. This is an initiative that the Italian government, “will sustain in all of its centres”, confirmed Frattini. The minister, in short, hoped that the International Desk can become a permanent instrument to provide visibility to Italian projects in the Adriatic-Balkan zone.

The forum had three general aims: to increase the efficiency of the public-private projects; to identify and create new opportunities for the Region's economic and entrepreneurial activities, in close collaboration with the ministry; finally, to strengthen Italy's role in this complex area.

In the course of the proceedings various discussion tables were organized on specific themes such as energy, transport and the insurance and finance system, involving many delegations from 12 different countries. In these priority sectors, the aim is to prepare the groundwork to arrive at new agreements on multilateral collaboration. As minister Skundric from the Republic of Serbia reminded those present, the agreement signed with the Friuli Venezia Giulia Regional Government, on the occasion of the recent meeting in Rome between President Boris Tadic and the Italian Prime Minister Silvio Berlusconi must be seen as an exemplary model of cooperation. The new International Desk meeting on the Balkans is due in the spring of 2011, with the prospect of transforming it into a permanent centre in Gorizia. “Not an extra structure that is added to the others –confirmed the president –but a time for the coordination of instruments that are already operational”. The International Desk would become, in this perspective, one of the “bricks” with which to gradually construct the Adriatic-Ionian “macro-region” project. A note on the organisation: it is reported that the Forum allowed for the testing of the new Gorizia Conference Centre and according to all it “responded magnificently” to the needs for which it was designed. Once again, therefore, our Region achieved an excellent result, firmly achieving its aim. ●



Cooperation focused on energy, transport infrastructure and finance.

Centre Vice Director
Central Department for International and EU relations
Giuseppe Napoli



To be informed about the opportunities of the European Regional Development Fund in Friuli Venezia Giulia activates the service by registering directly into web pages infoFESR Regional Portal (section ERDF).

www.regione.fvg.it



ALREADY ENTERED THE 8.669 COMMUNICATION PLATFORM

INVESTIAMO NEL NOSTRO FUTURO