



**12<sup>th</sup> CONGRESS ON**  
*Women's entrepreneurship*  
of Adriatic and Ionian Area  
**23-24 November 2022,**  
**Pescara (Italy)**



CAMERA DI COMMERCIO  
INDUSTRIA ARTIGIANATO E AGRICOLTURA  
CHIETI PESCARA



*In the framework of*  
**VISIONARIA**  
Adriatic Innovation Forum  
AGENZIA DI SVILUPPO  
AZIENDA SPECIALE DELLA CAMERA DI COMMERCIO  
CHIETI PESCARA

## AGENDA

### 12th Congress on Women's entrepreneurship of the Adriatic and Ionian Area

**23- 24 November 2022, Pescara**

*at Padiglione Becci, Porto Turistico di Pescara (Address: Via Papa Giovanni XXII)*

**Mode of delivery: hybrid (on-site and online)**

*Working languages: Italian, English, Croatian*

The **12th Congress of women's entrepreneurship in the Adriatic and Ionian Area** will be hosted in the broader context of "[Visionaria](#)" Adriatic Forum on Innovation, organized by the Chieti Pescara Chamber of Commerce and its Special Development Agency.

The Congress, in the context of sustainability and innovation issues, aims to Visionaria - Adriatic Forum on Innovation provide an interregional perspective on the **best practices and challenges** prevailing in increasing the economic empowerment of women and entrepreneurial activities in the Adriatic and Ionian Region.

The key topics of this Congress Edition will be **women's empowerment for business development** with a focus on the role of women in the labor market and on the role of the chamber system in the accompaniment of SMEs, in particular women's businesses.

There will also be **testimonies of women entrepreneurs** who have invested in the perspective of sustainability and innovation without neglecting the competitive aspects inherent to every economic activity.

Furthermore, the Congress will also be an opportunity to deepen and make some reflections on the future scenarios in the light of the double ecological and digital transition as well as to start a discussion on the **economic opportunities** for Italian and Adriatic-Ionian Area companies.

The event aims to develop and **strengthen the institutional and economic collaboration** between Italian entrepreneurs and women entrepreneurs in the Adriatic-Ionian Area and to provide a concrete occasion for meeting and discussion in light of the opportunities arising from the "Next Generation EU" funds in order to stimulate forms of local, national and European networking.



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## **WEDNESDAY, NOVEMBER 23rd**

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### **09:30 Registration of participants**

### **10:00 Opening Session**

*Moderated by Michele De Vita, Secretary General of the Chieti Pescara Chamber of Commerce and of the Forum of the Adriatic and Ionian Chambers of Commerce*

- Gennaro Strever, President of Chieti Pescara Chamber of Commerce
- Joze Tomaš, President of the Forum of the Adriatic and Ionian of Chambers of Commerce (online)
- Fabio Pigliapoco, Head of the Adriatic Ionian Initiative Permanent Secretariat
- Nicoletta Veri, Equal Opportunities Councilor - Abruzzo Region
- Antonella Ballone, President of Gran Sasso Chamber of Commerce
- Liudmyla Sizikova, President of the Committee of Female Entrepreneurship of the Ukrainian Chamber of Commerce
- Marina Rozić, Chair of Eurochambres Women Network (online)
- Sanja Popović Pantić, Chair of EEN thematic group Women Entrepreneurship (online)
- Andrea Meleš, European Innovation Council and SMEs Executive Agency (EISMEA) (online)

### **11:15 - 12:30 Panel 1 "Women's empowerment for business development - the role of the Chambers of Commerce"**

*Moderator: Matteo La Torre - Senior Researcher of the Department of Economics of the University "G. D'Annunzio" Chieti Pescara*

- Patrizia Di Tullio, Department of Business Administration of the University "G. D'Annunzio"
- Tiziana Pompei, Deputy Secretary General of Unioncamere Italy
- Luciana Ferrone, President of the female entrepreneurship committee Chieti Pescara
- Nikolina Trojić, President of Dubrovnik Chamber of Commerce
- Sofia Kounenaki Efraimoglou, President of the Athens Chamber of Commerce (online)
- Danijela Lovrić, Chamber of Federation of Bosnia-Herzegovina
- Ana Filipović, Secretary of Coordination Board for Women Entrepreneurship Chamber of Economy of Montenegro



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**12:30-13:00 Testimonies of entrepreneurs who have invested in the perspective of sustainability and innovation**

- Dragica Jerkov, Director of Fema - Split, member of KRUG – Croatian business women - RAISE Youth initiative
- Company from Chieti Pescara Chamber of Commerce
- Sara Santori, Owner & Ceo Santori Pellami Spa (Marche - Italy)

*13:00 Light Lunch at Visionaria*

**14:00 - 14:45 Country Focus: Business opportunities for Italian companies in Slovenia, Croatia and Bosnia Herzegovina**

- Sandra Di Carlo, Director of the Italian Trade and Investment Agency in Zagreb and Sarajevo
- Serenella Marzoli, Director of Italian Trade and Investment Agency in Ljubljana

**14:45 - 15:45 Panel 2 “Focus on economic opportunities in the Adriatic-Ionian Area”**

**Moderator: Maura di Marco**, press and communication manager of the Chieti Pescara Chamber of Commerce

- Letizia Scastiglia, President of Agenzia di Sviluppo Chieti Pescara
- Sanja Šimić, Director of Center for digital development at Croatian Chamber of Economy (online)
- Ivana Marić, Director of the Department of Economy, Trade Innovations Technological and Digital Innovations of the Municipality of Mostar
- Jenny Pagge, Professor at Ioannina University, Director of Lab of New Technologies and Distance Learning (online)
- Flutura Xhabija, President & CEO of SHGPAZ - Albanian Association of Women Business Professionals and Skilled Crafts

**15:45- 16:30 Testimonies of entrepreneurs who have invested in the perspective of sustainability and innovation**

- Raffaella De Sabbata, CEO ATOMAT Spa (Italy)
- Jasna Pejović, CEO Flourish& CEO DigitalBee (Montenegro)
- Jenny Toscano, Scuola CeF, Brindisi (Italy)
- Mia Gagro, Manager Hotel Buna, Mostar (Bosnia-Herzegovina)
- Sabina Sobočan, CEO Varis Lendava Group (Slovenia)

**16:30 Final remarks and closing off the plenary session**

- Terezina Orlić, Former President of Dubrovnik Chamber of Economy and member of the Forum AIC Board of Governors

**17:30 Guided tour of the city of Pescara**

**20:30 Gala dinner**



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## **THURSDAY, NOVEMBER 24th**

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### **Study visits - best practices of the territory**

from 09:30

- [Ceramiche artistiche Liberati](#) (Villamagna - Chieti)
- [Winery BOSCO NESTORE](#) - “Making wines that speak of our land, Abruzzo, since 1897” - (Nocchiano - Pescara)

12:30 Tasting and Lunch at Bosco Winery