

## Profile sheet for national or regional (sustainable) tourism cluster or network

Name and address of BSO	CHAMBER OF COMMERCE INDUSTRY CRAFT AND AGRICULTURE OF PORDENONE – UDINE (and ITER scrI) Via Morpurgo 4, 33100 UDINE - ITALY
Contact person (with e-mail address and optional picture)	Mrs. MARIA LUCIA PILUTTI – General Secretary <a href="mailto:segreteria generale@pnud.camcom.it">segreteria generale@pnud.camcom.it</a>
Short description of BSO	<p>Type of organization: public body / business support organization</p> <p><b>The Chamber of Commerce of Pordenone-Udine</b> is a territorial public body (public law), operating in the area of Pordenone-Udine. Its function is that of promoting the general interests of the involved business system and to enforce the development of local economies. It acts as an open institution, strictly connected to its member businesses (72.754 total) and to the stakeholders, providing targeted support services in the frame of: Internationalization, valorization of cultural tourism, new entrepreneurship, innovative start-ups, intellectual property protection, training programmes, orientation on innovative tools for business finance.</p> <p>The thematic areas are mainly concentrated in: a) Digitalisation = assistance, guidance and training on digital innovation and Industry 4.0; simplified compliance procedures for SMEs; b) Guidance services to employment and professional careers- dual training system; c) Enhancement of cultural heritage and tourism promotion; d) Internationalization.</p> <p><b>I.ter ScrI</b> has been constituted as from June 1.st 2019 with 100% public capital (99% Chamber of Commerce Pordenone-Udine and 1% SI.CAMERA, Agency of the Italian Chambers of Commerce for integrated projects) for the pursuit of their institutional objectives, in order to achieve the most efficient achievement of the interests of promoting the territory and supporting the local economy.</p> <p>I.ter s.c.r.l.' expertise is distinguishing mainly within:</p> <ul style="list-style-type: none"> <li>- activities in the framework of the functions delegated to the Chambers of Commerce by the FVG Region with regard to interventions for support, promotion and competitive development of companies;</li> <li>- services in the field of territorial promotion and marketing, within the valorization and promotion of the tourism;</li> <li>- activities in the field of training, such as design, delivery and reporting of courses.</li> </ul>
Goals regarding (sustainable) tourism	Sustainable destination management, tourism economics & marketing, tourism associated to the wineries and to other sectors important for the area, digitization, agrofood
Selected services, programmes and projects on sustainable tourism (with brief descriptions)	<p><u><b>1.COSME/SMP- EEN friend Europe (2022-2025)</b></u></p> <p>An institutional consortium that offers the services of the Internet to all small and medium enterprises with a strong orientation towards internationalisation, innovation and growth.</p> <p>The services of the Enterprise Europe Network and the Friend Europe Consortium:</p> <ul style="list-style-type: none"> <li>• Company assessments</li> <li>• Services for internationalization and technology transfer</li> </ul>

- Improved innovation management skills
- Credit access
- Financial assessment – the Mode Finance service
- Orientation to European programs and screening of project proposals
- Participation in the EU decision-making process

## 2. COSME EEN Friend Europe (2019, 2020-2021 and previous editions)

### 3. EU4Business – Connecting Companies - Network4Wine

**EU4BUSINESS** is the European program of the wine sector which aims to support the **collaboration between European companies and institutions and those of 6 Eastern Partnership** (EaP) countries: Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine.

In this context, the Chamber of Commerce of Pordenone-Udine is the leader of the project dedicated to wine, NETWORK4WINE, together with the Chambers of Commerce of Spain, Belarus and Moldova, in collaboration with Promos Italia.

**The NETWORK4WINE Consortium** has the task of launching and managing the forthcoming announcement aimed at institutions, chambers of commerce and sectoral organizations and companies in the wine sector, to promote business meetings, study visits and twinning with the 6 countries of the Eastern Partnership (EaP).

### 4. National Found Italian Chamber of Commerce System – Fondo Perequativo, Sostegno del Turismo (2019-2020)

### 5. PID Project financed with an increase of 20% of the annual fee – Preparation of SMEs to face international markets

The Pordenone-Udine Chamber of Commerce in the Pordenone office, as part of the activities envisaged by the Digital Transition Project financed with a 20% increase in the annual fee for the three-year period 2020-2022, organizes a digital marketing assessment service with the aim to provide companies with a detailed analysis of their digital reference market and the development of a targeted digital marketing strategy with an action plan that takes advantage of all the opportunities offered by digital channels.

**SERVICES:** The service provides for the acquisition of company information and the identification of the objectives to be achieved. Subsequently, an analysis of the market and competitors will be carried out which will end with the definition of a detailed document (strategic document) which will allow the company to undertake or correct its digital path.

### 6. OPUS LOCI

Opus Loci brings together around twenty manufacturers of Friulian excellence from many sectors (food and beverages, but also clothing, cutlery, tourist and accommodation services...) for each of its five Unesco sites: Aquileia, Cividale, Palmanova, the Friulian Dolomites and Palù di Livenza.

For each site, special routes have been created for cycling or walking, which touch not only the historical and cultural beauties protected as a World Heritage

	<p>Site but also the companies involved, to offer the visitor a complete tour of the best that our territory offers.</p>
<p>Network of partners in the field of sustainable tourism (2-3 sentences on each partner + website; physical address for mapping on <a href="http://destinet.eu">destinet.eu</a>)</p>	<ul style="list-style-type: none"> <li>• Regione FVG - Italy</li> <li>• National System of the Chamber of Commerces - Italy</li> <li>• Unioncamere Brussels - Belgium</li> <li>• Eurochambres - Belgium</li> <li>• Unioncamere Veneto - Italy</li> <li>• PROMOS ITALIA - Italy</li> <li>• Promoturismo FVG - Italy</li> <li>• University of Udine - Italy</li> <li>• Camera di Commercio Chieti-Pescara - Italy</li> <li>• Camera di Commercio Messina - Italy</li> <li>• Camera di Commercio Basilicata - Italy</li> <li>• Adriatica Servizi Centro di Assistenza Tecnica Srl - Italy</li> <li>• Special Agency for Real Services to Enterprises of</li> <li>• the Lecce Chamber of Commerce (ASSRI) - Italy</li> <li>• Lecce Chamber of Commerce - Italy</li> <li>• Venetian Cluster - Italy</li> <li>• Croatian Chamber of Economy - Croatia</li> <li>• Kvarner Region Tourist Board - Croatia</li> <li>• MUNICIPALITY OF MALINSKA-DUBAŠNICA, Croatia</li> <li>• Regional development agency Dubrovnik Neretva County – DUNEA - Croatia</li> <li>• Local Action Group (LAG) "South Istria" - Croatia</li> <li>• City of Vodnjan, Dignano - Croatia</li> <li>• Forum of the Adriatic and Ionian Chambers of Commerce</li> <li>• Mirabilia Network</li> <li>• New Alpe Adria Network</li> <li>• EEN Network</li> <li>• EURelations EEIG</li> </ul>