



TISAR 2°ord./0131

Territorial Marketing in a Multimodal Transport System in the IPA Area

June 13th 2014

Mesagne (Italy)

AUDITORIUM DEL CASTELLO DI MESAGNE

Via Castello



The project is co-funded by the European Union,
Instrument for Pre-Accession Assistance

09:30 – 09:45	Welcome of the hosting partner	<i>Mr Franco Scoditti (Mayor of Mesagne)</i>
9:45 – 10:00	Overview of the Tisar Project	<i>Mrs. Daniela Vasari, TISAR Partner FB1</i>
10:00 – 10:15	Territorial Marketing in a Multimodal Transport System in the IPA Area	<i>Mr Pantaleo Drazza (Vice President FB5)</i>
10:15-10:45	<i>Territorial Marketing in the Adriatic Macroregion</i>	<i>Dr Giovanni Stasi</i>
10:45 – 11:15	<i>Coffee Break</i>	
11:15 – 11:30	<i>Intervention of the Mediterranean, culture and tourism Department -Puglia Region-</i>	
11:30 - 11:45	<i>Adriatic Macro region and system of Puglia airports</i>	<i>Mr. Giuseppe Acierno Administrator of the Airports of Puglia</i>
11:45 - 12:00	Contribute from a foreign partner	
12:00 – 12:30	Discussion	
12:30 – 13:00	Conclusion	<i>Mr Franco Scoditti (Mayor of Mesagne)</i>
13:00 – 13:30	<i>Light Lunch</i>	