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DIVERTIMENTO
Europe: motion, emotion, imagination



DIVERTIMENTO

Diversifying tourism offers in peripheral destinations with heritage-based products and services, stakeholder-skills alliances to internationalize locally operating micro-enterprises

4th PM MEETING

AGENDA

4th Project Management Meeting
4th Study Visit and Evaluation Workshop
4th Stakeholder Workshop
4th Project Info Day & Press Conference
Berlin, Germany
8th – 11th of March 2017

COS-TOUR-2015-3-04

Supporting Competitive and Sustainable Growth in the Tourism Sector

**THEME 2: DIVERSIFYING THE EU TOURISM OFFERS & PRODUCTS – PROMOTING
TRANSNATIONAL THEMATIC TOURISM PRODUCTS**

**COSME PROGRAMME FOR THE COMPETITIVENESS OF ENTERPRISES
AND SMALL AND MEDIUM-SIZED ENTERPRISES (SMES)**

Executive Agency for Small and Medium-Sized Enterprises (EASME)



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AGENDA

4th PM MEETING & ITB 2017



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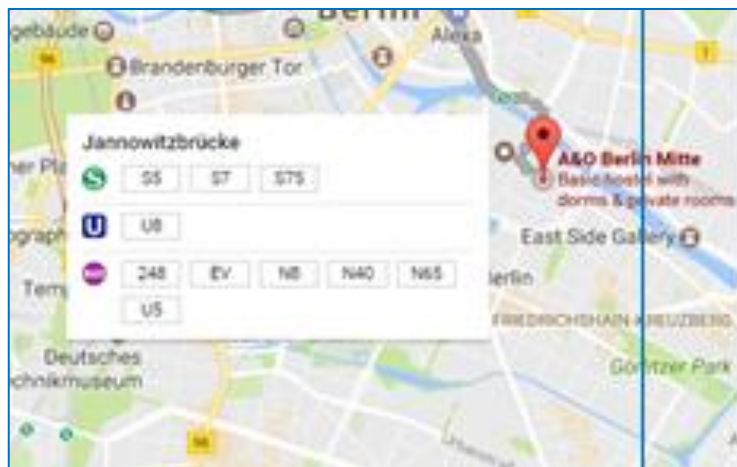
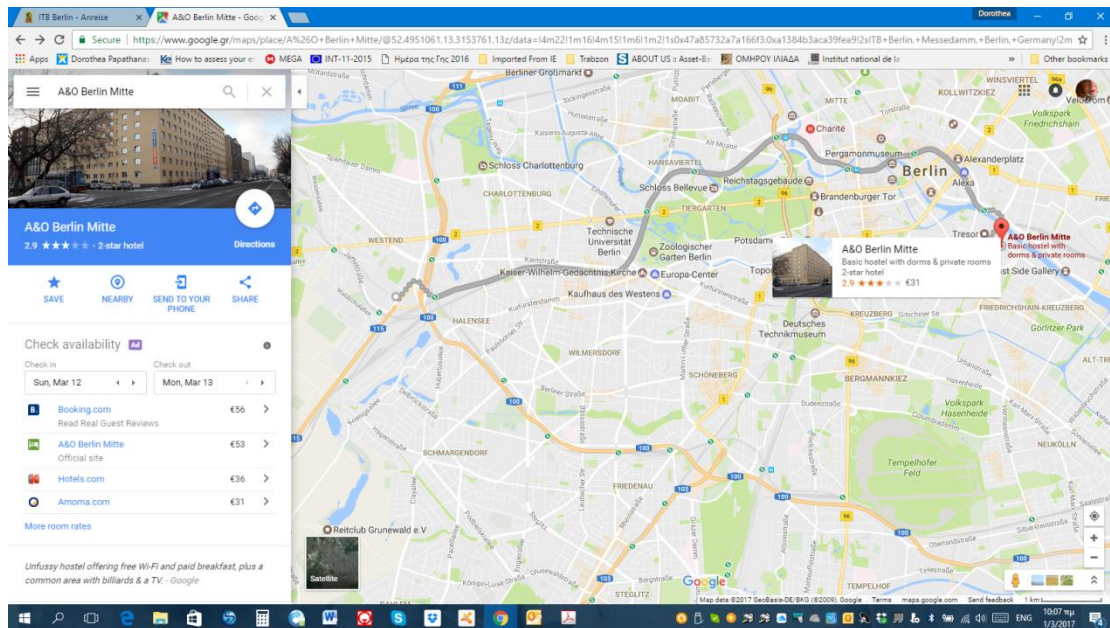
ARRIVAL DAY

- 7th of March 2017
- 8th of March 2017
- 9th of March 2017

ACCOMODATION

A & O HOSTEL BERLIN MITTE

Köpenicker Str. 127-129, 10179 Berlin, Germany



aohostels.com

Address: Messedamm 22, 14055 Berlin, Germany
Phone: +49 30 30380
<http://www.itb-berlin.de/en/Exhibitors/ExhibitionGrounds/>

Opening Hours
 10.00 – 18.00

<http://www.itb-berlin.de/en/>



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Please print your ITB Passes to enter the building and have it with you all day.

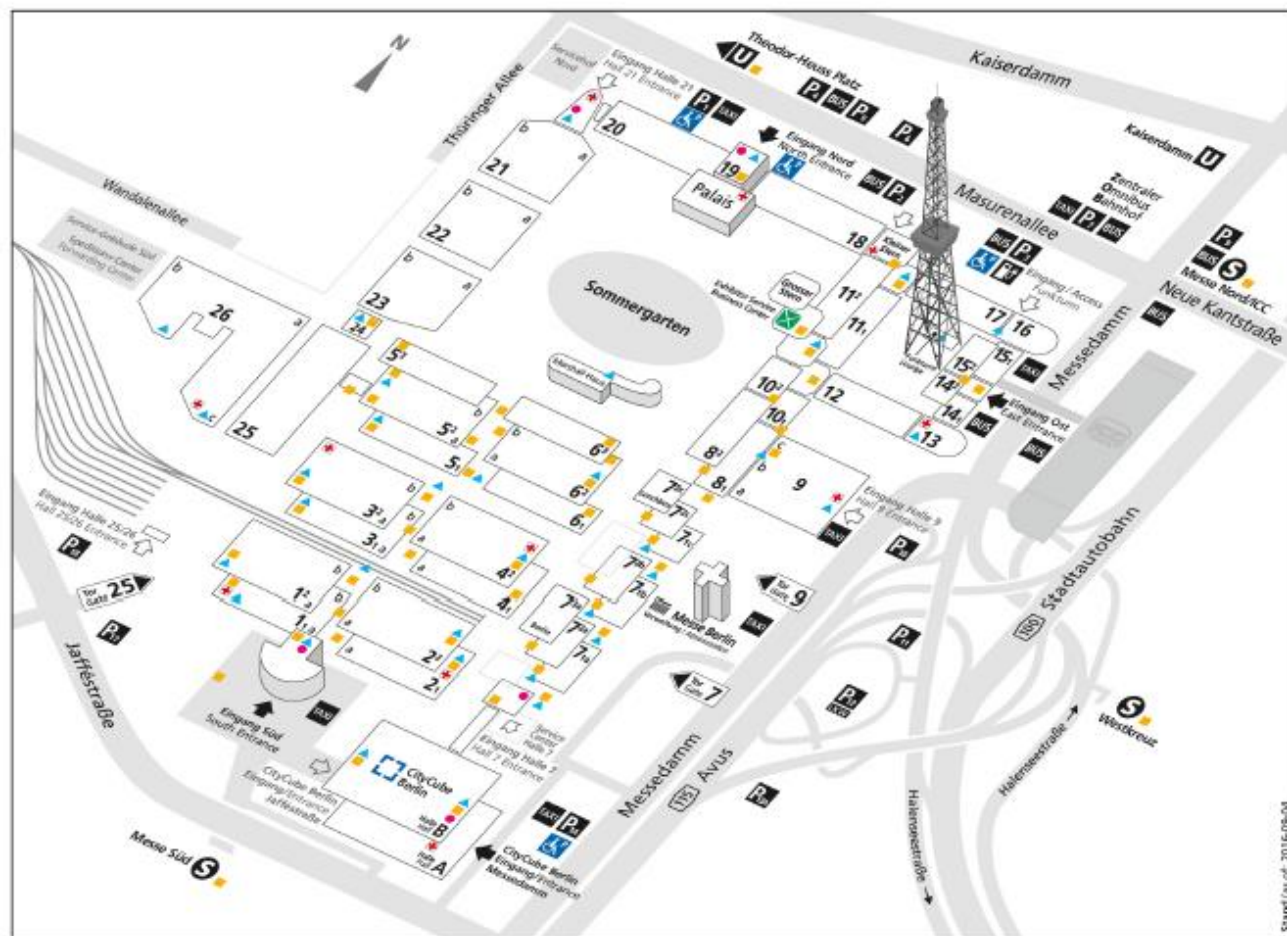
Berlin ExpoCenter City

Messe Berlin

MEETING LOCATION

Geländeplan Barrierefreiheit

Exhibition grounds, barrier-free access



Notruf/Emergency call
T +49 30 3038 2222

- Behindertengerechte Toilette**
Handicapped-accessible restrooms
- Behindertengerechter Aufzug**
Handicapped-accessible elevators
- Behindertengerechtes Telefon**
Handicapped-accessible telephone
- Behindertengerechter Eingang**
Handicapped-accessible entrance
- Erste Hilfe**
First aid
- Sonderparkplatz**
Special car park
- Taxistandplatz**
Taxi rank

Bitte beachten Sie:
 je nach Größe und Art der Veranstaltung sind nur bestimmte Eingänge, Erste-Hilfe-Stationen, Toiletten und Aufzüge in Betrieb.

Please note:
 The availability of entrances, first aid stations, restrooms and elevators depends on the exhibition type and size.

Stand / as of: 2016-09-04



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FAQ

<http://www.itb-berlin.de/en/ExtraPages/FAQ/>

WLAN AND HOTSPOTS WIFI at the IT Messegelände

I want to have a wireless internet access, where it is possible?

At ITB Berlin 2017, a free basic WiFi will be available for all trade visitors and exhibitors.

Netzwerk / network: ifeelsLOVEnia@ITB

Passwort / password: Slovenia

If you are an exhibitor please find connections with a higher data rate under "Internet Access" in our [Webshop BECO](#).

OPENING TIMES

Wednesday - Sunday

10am – 6pm

Trade Visitors access: 9:30 am

Exhibitor access: 8:30 am

CLOAKROOM AND LUGGAGE LOCK UP

<http://www.itb-berlin.de/en/ExtraPages/FAQ/>

Cloakrooms will be available here:

- Entrance South
- Service center hall 7 (SCH7)
- Hall 9
- Entrance East (Hall14.1)
- Entrance North (Hall19)
- Halle 20/21
- CityCube Berlin, Entrance Foyer (East)

As a general rule, the cloakrooms are manned **until 7 pm**.

Each deposited garment costs 3 EUR and each piece of luggage costs 4 EUR

Attention: Please make note of the location of the cloakroom you're using – this information cannot be found on the cloakroom tickets.



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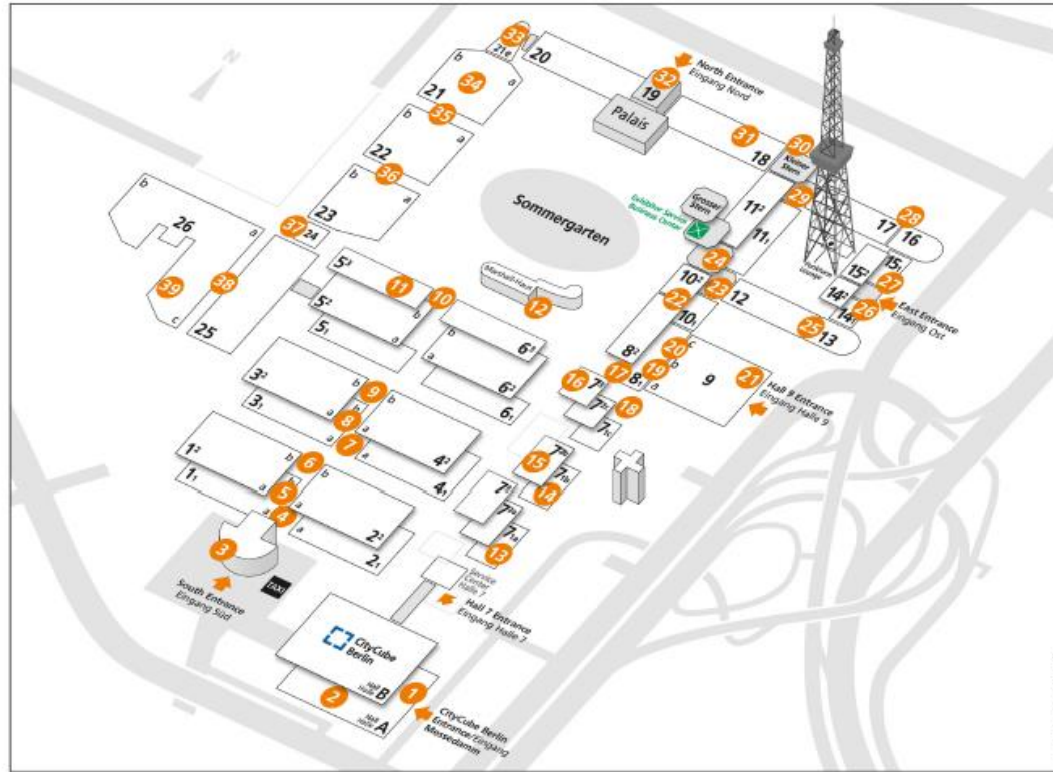
ITB FACILITIES AND MEETING POINTS

Berlin ExpoCenter City

Capital Catering

Messe Berlin

Catering Guide · Gastro-Führer
ITB Berlin 2017
08 – 12 March 2017



- 1 Bagel Company, Entrance Messedamm (8 – 10 March)
- 2 Cube Lounge *, Hall A (8 – 10 March)
- 3 Coffee Bar, South Entrance
- 4 Pizzeria * - Bakery Shop, Foyer 1.1/2.1
- 5 Coffee Lounge *, Mezzanine 1/2
- 6 Falafel and more * - Erdinger Pub, Foyer 1.2/2.2
- 7 Turculina, Turkish Bistro *, Foyer 3.1/4.1
- 8 Pretzel Bakery "Ditsch" - Asia Bistro *, Mezzanine 3/4
- 9 Curry 22 * - Ice Lounge, Foyer 3.2/4.2
- 10 A la carte Restaurant Panorama *, Foyer 5.3 (8 – 10 March)
- 11 Agentur Cafe, Hall 5.3 (8 – 11 March)
- 12 Business Lounge, Marshall-Haus (8 – 10 March)
- 13 Coffee Lounge, Hall 7.1a (8 – 10 March)
- 14 Coffee Lounge, Hall 7.1b (8 – 10 March)
- 15 Snack Bar, Hall 7.2b
- 16 Restaurant Lunchbox *, Hall 7.3
- 17 Radeberger Lounge, Foyer 7.2/8.2
- 18 Burger Station *, Foyer 7/8.1 (8 – 11 March)
- 19 Sushi Bar, 8.1/9a (8 – 11 March)
- 20 Snack Point, 8.1/9c (8 – 11 March)
- 21 Restaurant - Berliner Pilsner Bar, Hall 9 (8 – 11 March)
- 22 Coffee Lounge, Foyer 8.2/10.2
- 23 THAI THAI - Snack Point - Kiosk Crêpes
Grosser Stern Level 1
- 24 Brasserie/Alt Berlin * - Kiosk, Grosser Stern Level 2
- 25 Tarte Flambee *, Foyer 12/13
- 26 Coffee Lounge, Hall 14.1
- 27 Smoothy Bar, Hall 15.1
- 28 Bistro - Ice Cream/Coffee Bar *, Foyer 16/17
- 29 Snack Point, Kleiner Stern Level 1
- 30 Original Currywurst * Coffee Lounge (Snacks),
Kleiner Stern Level 2
- 31 Imbizan Pulled Pork - coffee bike, Hall 18
- 32 Berliner Pilsner Bar, Hall 19
- 33 Kindl Lounge Bierbar (Snacks), Foyer 20/21
- 34 Memas burrito & Friends, Hall 21
- 35 Snack Point - Milk Bar (Snacks), Foyer 21/22
- 36 Fish Point - Milk Bar, Foyer 22/23
- 37 Restaurant Brandenburg *, Hall 24, 1st floor (8 – 10 March)
- 38 Bitburger Lounge (Snacks) *, Hall 24
- 39 Belgian Chocolates, Hall 24
- 40 Sushi, Thai & Asia Food *, Passage way 25/26
- 41 Bagel & coffee, Hall 26 c

Capital Catering GmbH · Messedamm 22 · 14055 Berlin · Germany
T +49 30 3038 3929 · F +49 30 3038 91 3929
www.itb-berlin.com · projekte@capital-catering.de

* Bistro/Restaurant with seats

as of 1 March 2017-03-14



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TRANSPORT

via Google Maps using Public Transport

HOTEL TO ITB

<https://www.google.gr/maps/dir/A%26O+Berlin+Mitte,+K%C3%B6penicker+Stra%C3%9Fe,+Berlin,+Germany/ITB+Berlin,+Messedamm,+Berlin,+Germany/@52.4951061,13.3153761,13z/data=!3m1!4b1!4m1!4m1!3!1m5!1m1!1s0x47a84e39f87772ab:0x45e44e4bd8ebb5bb!2m2!1d13.4239986!2d52.5088437!1m5!1m1!1s0x47a84e39f87772ab:0x45e44e4bd8ebb5bb!2m2!1d13.27401!2d52.501217!3e3?hl=en>

ITB TO HOTEL

<https://www.google.gr/maps/dir/ITB+Berlin,+Messedamm,+Berlin,+Germany/A%26O+Berlin+Mitte,+K%C3%B6penicker+Stra%C3%9Fe,+Berlin,+Germany/@52.4951061,13.3174263,13z/data=!3m1!4b1!4m1!4m1!3!1m5!1m1!1s0x47a84e39f87772ab:0x45e44e4bd8ebb5bb!2m2!1d13.4239986!2d52.5088437!1m5!1m1!1s0x47a84e39f87772ab:0x45e44e4bd8ebb5bb!2m2!1d13.27401!2d52.501217!3e3?hl=en>

HOTEL TO JANNOWITZBRÜCKE

<https://www.google.gr/maps/dir/A%26O+Berlin+Mitte,+K%C3%B6penicker+Stra%C3%9Fe,+Berlin,+Germany/Jannowitzbr%C3%BCke,+Berlin,+Germany/@52.5115111,13.4157088,16z/data=!3m2!4b1!5s0x47a846fb522f00af:0xe2320e12fe17f67c!4m1!4m1!3!1m5!1m1!1s0x47a84e39f87772ab:0x45e44e4bd8ebb5bb!2m2!1d13.4239986!2d52.5088437!1m5!1m1!1s0x47a84e234140a043:0x59ddb1f56198ced!2m2!1d13.4195851!2d52.5141787!3e3?hl=en>

JANNOWITZBRÜCKE TO HOTEL

<https://www.google.gr/maps/dir/Jannowitzbr%C3%BCke,+Berlin,+Germany/A%26O+Berlin+Mitte,+K%C3%B6penicker+Stra%C3%9Fe,+Berlin,+Germany/@52.511641,13.4157186,16z/data=!3m2!4b1!5s0x47a846fb522f00af:0xe2320e12fe17f67c!4m1!4m1!3!1m5!1m1!1s0x47a84e39f87772ab:0x45e44e4bd8ebb5bb!2m2!1d13.4239986!2d52.5088437!3e3?hl=en>

FLUGHAFEN SCHÖNEFELD TO ITB

<https://www.google.gr/maps/dir/Flughafen+Sch%C3%B6nefeld,+Berlin,+Germany/ITB+Berlin,+Messedamm,+Berlin,+Germany/@52.4445494,13.3502686,12z/data=!3m1!4b1!4m1!4m1!3!1m5!1m1!1s0x47a8385c00000001:0x34ff19458be0a4c0!2m2!1d13.5216148!2d52.385441!1m5!1m1!1s0x47a85732a7a166f3:0xa1384b3aca39fea9!2m2!1d13.27401!2d52.501217!3e3?hl=en>

ITB TO FLUGHAFEN SCHÖNEFELD

<https://www.google.gr/maps/dir/ITB+Berlin,+Messedamm,+Berlin,+Germany/Flughafen+Sch%C3%B6nefeld,+Berlin,+Germany/@52.455299,13.3479059,12z/data=!3m2!4b1!5s0x47a846fb522f00af:0xe2320e12fe17f67c!4m1!4m1!3!1m5!1m1!1s0x47a85732a7a166f3:0xa1384b3aca39fea9!2m2!1d13.27401!2d52.501217!1m5!1m1!1s0x47a8385c00000001:0x34ff19458be0a4c0!2m2!1d13.5216148!2d52.385441!1s0x47a84e39f87772ab:0x45e44e4bd8ebb5bb!2m2!1d13.27401!2d52.501217!3e3?hl=en>

FLUGHAFEN SCHÖNEFELD TO HOTEL

<https://www.google.gr/maps/dir/Flughafen+Sch%C3%B6nefeld,+Berlin,+Germany/A%26O+Berlin+Mitte,+K%C3%B6penicker+Stra%C3%9Fe,+Berlin,+Germany/@52.4485361,13.4252629,12z/data=!3m2!4b1!5s0x47a846fb522f00af:0xe2320e12fe17f67c!4m1!4m1!3!1m5!1m1!1s0x47a8385c00000001:0x34ff19458be0a4c0!2m2!1d13.5216148!2d52.385441!1m5!1m1!1s0x47a84e39f87772ab:0x45e44e4bd8ebb5bb!2m2!1d13.4239986!2d52.5088437!3e3?hl=en>

HOTEL TO FLUGHAFEN SCHÖNEFELD

<https://www.google.gr/maps/dir/A%26O+Berlin+Mitte,+K%C3%B6penicker+Stra%C3%9Fe,+Berlin,+Germany/Flughafen+Berlin+Sch%C3%B6nefeld,+Berlin,+Germany/@52.4535782,13.4201203,12z/data=!3m2!4b1!5s0x47a846fb522f00af:0xe2320e12fe17f67c!4m1!4m1!3!1m5!1m1!1s0x47a84e39f87772ab:0x45e44e4bd8ebb5bb!2m2!1d13.4239986!2d52.5088437!1m5!1m1!1s0x47a8385c00000001:0x34ff19458be0a4c0!2m2!1d13.5216148!2d52.385441!1s0x47a84e39f87772ab:0x45e44e4bd8ebb5bb!2m2!1d13.27401!2d52.501217!3e3?hl=en>

FLUGHAFEN TEGEL TO ITB

<https://www.google.gr/maps/dir/Berlin+Tegel+Airport,+Berlin,+Germany/A%26O+Berlin+Mitte,+K%C3%B6penicker+Stra%C3%9Fe,+Berlin,+Germany/@52.5311198,13.3234389,13z/data=!3m2!4b1!5s0x47a846fb522f00af:0xe2320e12fe17f67c!4m1!4m1!3!1m5!1m1!1s0x47a853f955555555:0x64b97d7d67bf2ae!2m2!1d13.2884374!2d52.5588327!1m5!1m1!1s0x47a84e39f87772ab:0x45e44e4bd8ebb5bb!2m2!1d13.4239986!2d52.5088437!3e3?hl=en>

COSME PROGRAMME FOR THE COMPETITIVENESS OF ENTERPRISES
AND SMALL AND MEDIUM-SIZED ENTERPRISES (SMES)

Executive Agency for Small and Medium-Sized Enterprises (EASME)



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AGENDA

4th PM MEETING & ITB 2017



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ITB TO FLUGHAFEN TEGEL

<https://www.google.gr/maps/dir/ITB+Berlin,+Messedamm,+Berlin,+Germany/Berlin+Tegel+Airport,+Berlin,+Germany/@52.5280514,13.2639831,13z/data=!3m2!4b1!5s0x47a846fb522f00af:0xe2320e12fe17f67c!4m1!4m1!3!1m5!1m1!1s0x47a85732a7a166f3:0xa1384b3aca39fea9!2m2!1d13.27401!2d52.501217!1m5!1m1!1s0x47a853f955555555:0x64b97d7d67bf2aea!2m2!1d13.2884374!2d52.5588327!3e3?hl=en>

HOTEL TO FLUGHAFEN TEGEL

<https://www.google.gr/maps/dir/A%26O+Berlin+Mitte,+K%C3%B6penicker+Stra%C3%9Fe,+Berlin,+Germany/Berlin+Tegel+Airport,+Berlin,+Germany/@52.5312083,13.3215287,13z/data=!3m1!4b1!4m1!4m1!3!1m5!1m1!1s0x47a84e39f87772ab:0x45e44e4bd8ebb5bb!2m2!1d13.4239986!2d52.5088437!1m5!1m1!1s0x47a853f955555555:0x64b97d7d67bf2aea!2m2!1d13.2884374!2d52.5588327!3e3?hl=en>

FLUGHAFEN TEGEL TO HOTEL

<https://www.google.gr/maps/dir/Berlin+Tegel+Airport,+Berlin,+Germany/A%26O+Berlin+Mitte,+K%C3%B6penicker+Stra%C3%9Fe,+Berlin,+Germany/@52.5311198,13.3212011,13z/data=!3m2!4b1!5s0x47a846fb522f00af:0xe2320e12fe17f67c!4m1!4m1!3!1m5!1m1!1s0x47a853f955555555:0x64b97d7d67bf2aea!2m2!1d13.2884374!2d52.5588327!1m5!1m1!1s0x47a84e39f87772ab:0x45e44e4bd8ebb5bb!2m2!1d13.4239986!2d52.5088437!3e3?hl=en>

ITB APP

<http://www.itb-berlin.de/en/Visitors/ExhibitorSearch/>

The **ITB App** offers all relevant information about ITB.

3 steps to your personal ITB in your pocket:

1. Download the **ITB App** on the App Store or Google Play Store.
2. Register or Log-In with your Virtual Market Place® data, to make use of the all the features. The app can be used without registration (limited version).
3. Search for **exhibitors**, **navigate** on the **interactive 3D fairground**, **memorize** exhibitors and events and get in direct contact with exhibitors and other visitors by using your **personal Chat**.

The ITB App will be available for iOS und Android devices.

Planned date of release: February 2017 at www.itb-app.de/en.

Contact for technical support

INSIDE Guidance

Email: support@insideguidance.com

Contact for your exhibitor entry

Editorial Team

Mo.-Fr., CET 09:00-18:00 h

Phone: [+49 \(0\)30 3038 2180](tel:+49(0)3030382180)

E-Mail: editorial@virtualmarket.itb-berlin.de



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AGENDA

4th PM MEETING & ITB 2017



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1st WORKING DAY: 8th of March 2017

MORNING SESSION

INAUGURATION OF THE ITALIAN PAVILION, Wednesday 8th of March 2017

Visit of H.E. Mr. Dario Franceschini, Italian Minister of Culture, Heritage and Tourism

Visit of H.E. Dr. Susanne Marianne Wasum-Rainer, Ambassador of the Federal Republic of Germany in Italy

Visit of the Mr. Corrado Matera, Counsellor for Tourism, Region of Campania
12.00 hours

LOCATION: ITB Italian Pavilion

PRESENTATION OF THE EUROTHENTICA COLLECTION, Wednesday 8th of March 2017

Presentation of the Chapter Italy "*Looking for Myths*" by Aldo Di Russo, UNICITY
Press Event under the auspices of Mr. Corrado Matera, Counsellor for Tourism, Region of Campania

15.00 hours – 16.00 hours

LOCATION: ITB Italian Pavilion, Region of Campania

AFTERNOON SESSION

MEETING OF THE ORGANIZING PARTNERS, Wednesday 8th of March 2017

Lead Partner: CULTUREPOLIS, Dr. Dorothea Papathanasiou-Zuhrt

Partner 02: UNICITY. Aldo Di Russo

Partner 04: POZEJDON TURIZEM: Matjas Tomanic, Zlatka Zastavnikova, Polona Racic, Breda Retusnik.

18.00 hours – 20.00 hours

LOCATION: ITB South Entrance



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AGENDA

4th PM MEETING & ITB 2017



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2nd WORKING DAY: 9th of March 2017

MORNING SESSION

STUDY VISIT PART I

10.00 – 10.45 hours

- Transnational Study Visit to the Region of South Aegean
LOCATION: Halle 1.1. 112 Region of South Aegean

11.11.45 hours

- Transnational Study Visit to the Italian Pavilion (Italienische Zentrale für Tourismus)
LOCATION: Halle 1.2 – 101
LOCATION: Halle 1.2 – 111
LOCATION: Halle 1.2 – 112
LOCATION: Halle 11.2 12.a
LOCATION: Kampanien Halle 1.2 – 112a
LOCATION: Halle 1.2 - 112

12.00.12.45

- Transnational Study Visit to the Municipality of Varna
LOCATION: Halle 15.1 101 Holiday Club Riviera

AFTERNOON SESSION

4th PROJECT INFO DAY, Thursday 9th of March 2017

Organized by **ENTERPRISE EUROPE NETWORK**

15.00 -17.00 hours

Dr. Dorothea Papathanasiou-Zuhrt

“Was hat Brüssel gefördert? Erfahrungsbericht COSME Projekt DIVERTIMENTO“

Transnationale Route "kulturelles Erbe" als interaktiver learning Space

LOCATION: ITB Hall DESSAU 6

<https://www.b2match.eu/itb2017/pages/16794-infoveranstaltung-zu-fordermöglichkeiten?locale=en>

*The Speaker is advised to be available at the location at 14.00 hours



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4th PM MEETING & ITB 2017



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3rd WORKING DAY: 10th of March 2017

MORNING SESSION

4th PROJECT MANAGEMENT MEETING AND COORDINATION WORKSHOP, Friday 10th of March 2017

09.00 hours – 11.00 hours

4th Project Management Meeting

- LEAD PARTNER (CULTUREPOLIS): Dr. Dorothea Papathanasiou-Zuhrt, CULTUREPOLIS “The Interim Report”
- LEAD PARTNER (CULTUREPOLIS): Miss Katiana Houli, Project Manager: “DIVERTIMENTO towards finalization”
- PP6, INE: Prof. Valentina Vasile: The DIVERTIMENTO International Conference
- LEAD PARTNER (CULTUREPOLIS): Mr. Georges Perot, Director European Music Day “EUROTHENTICA. THE FUTURE”

LOCATION: A&O Hotel

12.00 – 13.00 hours

- Coordination Workshop with Project Officer Mr. Valentino Izzo

LOCATION: ITB BERLIN South Entrance Meeting

AFTERNOON SESSION

ITB Matchmaking Events, Friday 10th of March 2017

- 15.30 – 15.45: Stefan Bückner – Dr. Dorothea Papathanasiou-Zuhrt, Table 2
- 15.45 – 16.00 Ulrike Munz – Dr. Dorothea Papathanasiou-Zuhrt, Table 2
- 16.00 – 16.15: Leszek Nowak – Dr. Dorothea Papathanasiou-Zuhrt, Table 2
- 16.15 – 16.30: Adolfo Acampora – Dr. Dorothea Papathanasiou-Zuhrt – Aldo Di Russo
- 16.30 – 16.45: Nives Skerjanc – Dr. Dorothea Papathanasiou-Zuhrt – Matjas Tomanic – Zlatka Zastavnikova
- 16.45 – 17.00: Nektarios Koskinas – Dr. Dorothea Papathanasiou-Zuhrt – Dr. Vasileios Laopodis

DURATION: 15:30 – 17:30

LOCATION: ITB Hall 12, booth 101/01



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4th PM MEETING & ITB 2017



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4th WORKING DAY: 11th of March 2017

MORNING SESSION

STUDY VISIT PART II:

10.00 – 10.45.00 hours

- Transnational Study Visit to the Slovenian Pavilion
LOCATION: Halle 4.2

11.00 – 11.45.00 hours

- Transnational Study Visit to the Romanian Pavilion
LOCATION: Halle 7.2b – 1010b
LOCATION: Halle 7.2b -10a

AFTERNOON SESSION

STUDY VISIT PART III:

14.00 – 14.45.00 hours

- Transnational Study Visit to the Turkish Pavilion (Trabzon)
LOCATION: Halle 3.2 201
- Ministerium für Kultur und Tourismus Ankara
LOCATION: Halle 3.1

15.00 – 15.45.00 hours

- Transnational Study Visit to the Spanish Pavilion
LOCATION: Halle 2.1 B 101a
LOCATION: Halle 2.1 101

DEPARTURE

SUNDAY 12.03.2017