

# CAPITALIZATION WORKSHOP

*October 19<sup>th</sup> 2022*

Results, added value and transferability

## THEMIS GOALS

Support the development of smaller ports by integrating them into cross-border and regional routes

Provide ports with light infrastructure to improve the reception of tourists, in particular cruise passengers

Create better links between domestic and maritime tourism

Widen the tourist reference territory

## ASSUMPTIONS

common needs – one market - common features

## SOLUTIONS

identification of a niche market – specification of the tourist demand - common marketing strategies – education for port operators and territorial firms – adequate port facilities

## SMALL LUXURY CRUISES FOR SMALL LUXURY PORTS - RESULTS

- ✓ **Analysis** of tourism flow
- ✓ **Design** of infrastructures
- ✓ **Meetings** with Small and Medium Enterprises
- ✓ **SME's THEMIS network**



- ✓ **Events and international fairs, press releases, billboards**
- ✓ **Diversification of tourism offer for the territories of the 7 PORTS: for each of one we have produced tourist map - printed and virtual - uploaded on the website, geo-referenced with google maps – 3 languages – 7 interactive maps - 60.000 copies distributed**



## RESULTS

WEB SITE:

<http://themis.adspmam.it>

SOCIAL CHANNELS :

[www.facebook.com/interregthemis](http://www.facebook.com/interregthemis)

[www.instagram.com/interregthemis](http://www.instagram.com/interregthemis)

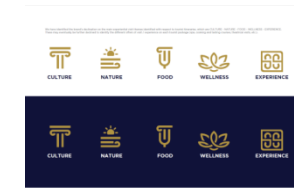
<https://twitter.com/interregthemis>



And the **Promotional Videos:**

3 minutes and 30" Spot in 3 languages

<https://www.youtube.com/watch?v=OgnLe7ngCYQ>



Parione 1001  
C4E11 M0234 Y015 N152  
R07 054 B05

Parione 3288C  
C4E107 M0272 Y0150 N0036  
R03 025 B02



## RESULTS

**INNOVATION AND TECHNOLOGY** PCS module for realization and management of Portals and on-line services / data interoperability and application cooperation services

**EDUCATIONAL** meetings for each municipality involved



English language  
for port workers:  
240 hour-course



Port Security: 40  
hour-course



Management of Services for cruise tourists and new business opportunities of Special Economic Zones: 5 webinars – 10 hours – 173 participants

**Transferability** these are some of the cruise ships that called at our Themis ports and that we would like to connect small ports throughout the EUSAIR area





# **EUSAIR (pillar 4) LUXURY PORTS NETWORK**

the overall trademark is the  
**ADDED VALUE**  
of the THEMIS PROJECT

**Interreg**  
Greece-Italy  
European Regional Development Fund



**CRUISING**  
*in*  
**BEAUTY**

# THANK YOU

Marialeila Traversa



CAMERA DI COMMERCIO  
BARI



**themis.adspmam.it**  
@themisgrit    

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