

**iBLUE** *Investing in sustainable blue growth and competitiveness  
through 3-Pillar Business Model*

**Official Presentation with Partners and Round table with Stakeholders**

**Wednesday 29th March 2017**

**University of Udine**

**Palazzo Garzolini di Toppo Wassermann, Aula T4 - Via Gemona 92 (city center)**

**The Project "iBLUE"**

The main purpose of the research project iBLUE is to improve the competitiveness of yachting sector in the Mediterranean area ensuring environmental, economic and social sustainability. The project is coordinated by the University of Udine and co-financed by the European Union under the INTERREG MED Programme, with a consortium of 10 European partners – including development agencies, small and medium-sized enterprises, public institutions and universities – coming from Albania, Cyprus, Croatia, France, Greece, Italy, Portugal, Slovenia and Spain. iBLUE, regarding the University of Udine, will involve for three years the Polytechnic Department of Engineering and Architecture and the Department of Economics and Statistics. The project will contribute to the sustainable relaunch of yachting sector from an economic, social and environmental viewpoint, in order to increase their competitive advantage thanks to innovative solutions.

**Enrollment**

Please, enroll your participation by Thursday 23rd March, replying to the following email address: [labgest@uniud.it](mailto:labgest@uniud.it)  
Please specify: Name and Surname, Membership Organization, Email Address, Mobile Number

**Agenda**

**Starting Disseminative Conference  
English Speaking Session**

**11.30 – 12.30**

**Starting Disseminative Conference:**

*iBLUE Project and Partnership Brief Presentation*

The project will be presented in order to share the initiative  
All Partners will present themselves and their activities

**Local Dissemination Event – Round table  
Italian Speaking Session**

**13.15 – 14.00**

**Welcome coffee and Registration**

**14.00 – 14.30**

**iBLUE Project Objectives**

**Special Speech:** *The role of business model innovation*

**Prof. A. F. De Toni**, Professore ordinario di  
Organizzazione della Produzione e Gestione dei Sistemi  
Complessi

**Ing. M. De Bona**, Professore a contratto presso Università  
di Udine e senior partner di Novalia Srl

*The Round table will be conducted with an open  
discussion together with the participating actors*

**15.00 – 17.00**

**Interactive Round Table:**

- *The role of policy makers for the competitiveness of yachting sector*
- *Innovation scenarios for local companies in the yachting sector*

**Speakers:**

**Sergio Bolzonello**, Regione FVG – Vicepresidente e Assessore alle  
Attività Produttive, Turismo e Cooperazione

**Lydia Alessio - Verni**, Regione FVG – Direttrice Attività  
Produttive

**Graziano Tilatti**, Confartigianato FVG – Presidente

**Mauro Della Negra**, Confartigianato Udine – Capo Categoria  
Provinciale Nautica

**Lucia Cristina Piu**, Confapi FVG – Direttrice

**Michela Ceccotti**, Confindustria FVG

**Carlo Moser**, FRIULIA – Direttore Generale

**Lucio Sabbadini**, mare<sup>TC</sup> FVG Maritime Technology Cluster –  
Amministratore Delegato

**Paolo Marchese**, ARIES Camera di Commercio Venezia Giulia –  
Responsabile Area Internazionalizzazione e Politiche Comunitarie

*With the participation of:*

**FVGMarinas -The network of the Marinas FVG**

**Municipalities**

**Companies and Turistic operators of yachting sector**

*At the end, a convivial buffet will be offered*