



Dissemination event

# A Key for the Quality

in the Development and Responsible value build up of Agro Food resources from both Adriatic coasts

11<sup>th</sup> October 2012  
Thursday

10.00 - 13.00

Regione Molise  
Liaison Office

Rue de Toulouse 47  
**Bruxelles**  
Belgium

Welcome opening remarks

**Francesco Cocco**

*Adviser of the President of Region Molise  
for International Relations*

**Graciano Prekalj**

*Director of AZRRI: Agency for rural  
Development of Istria Region*

**Milan Antolovic**

*Head of Administrative Department for  
Agriculture, Forestry, Hunting and Water  
management of Region of Istria*

## KEY Q Project:

a contribution toward a better  
understanding

Jasenska Kapuralin

*Development programme Manager AZRRI  
(Agency for rural Development of Istria Region)*

## Round Table:

**Promoting responsible and  
sustainable development:  
an agenda towards 2020**

**International mobility and  
exchange of best practises for  
sustainable development through  
the qualification of human  
resources**

Giovanni Zonin

*Director of SCF (Scuola Centrale Formazione –  
Central Vocational Training School)*

**Tradition vs innovation:  
contradiction in terms or the right  
perspective?**

Davide Fava

*Fondazione DemoCenterSipe*

## QM-Quality Marche brand

Raffaella Coen

*ASSAM (Agency for Agro-food sector Services of  
Marche Region)*

**The quality system of Emilia-  
Romagna: a model that can be  
exported?**

Valtiero Mazzotti

*Director, General Directorate for Agriculture, fishing  
economy and wildlife management of Region  
Emilia Romagna*

**Protecting and promoting quality  
products in Europe: the role of  
AREPO**

Carolina Gario

*Policy Officer, AREPO*

**Local development between  
the current and the next EU  
programming**

Daniele Borrelli

*GAL Meridauia Puglia*

**The specificity of territories as value**

Mario Ialenti

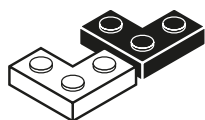
*President of National Committee of IPA*

*Moderator: Giovanni Zonin*



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

**AZRRI**  
agencija za ruralni razvoj istre



**villaggio  
formazione**

Conclusions

**Gianluca Spinaci**

*Committee of the Regions*

## Preface

The project KeyQ fosters the development of sustainable tourism through valorization of typical local products. High-quality locally-based food is key for a successful prolongation of the tourist season.

The project can be defined as a complex project aiming to promote INTEGRATED DEVELOPMENT of the following:

- Environmental and cultural heritage (gastronomy and valorization of typical products);
- Human capital (knowledge, acquiring and recognition, and employment);
- Educating the population about ethical consumerism and quality products.

The project shall be implemented by supporting *exchange of experiences, certified skills, professional knowledge, fostering student and worker mobility and promoting the development of an integrated tourist offer in the various territories involved in the project*. This shall be achieved by setting up thematic workgroups made up of representatives of the participating territories who shall describe the economic, social and environmental situation through the prism of sustainability.

The key points of integration are:

1. Educational needs;
2. Typical products: protection, valorization and integrated promotion on the territory;
3. Human resources training (trainers, teachers, students, food and agriculture sector operators: production and processing companies (especially from the catering industry and farm tourism).

The project is funded within the framework of the IPA Adriatic Cross-Border Cooperation Programme and involves 3 countries (Croatia, Italy and Bosnia and Herzegovina).

The objective of the Brussels event, which is set within the 2012 Open Days of the European Week of Regions, is to promote an exchange of experiences about product certification through the certification of operators producing, processing and promoting these products on the territory.

## Tasting Products

Prosciutto PDO Region of Istria (HR)  
Wine from Region of Istria (HR)  
Extra virgin olive oil Region of Istria (HR)  
Istrian cattle and other native breeds' products (HR)  
Parmigiano-Reggiano Cheese PDO Region of Emilia Romagna (IT)  
Tavoliere Puglia CDO Wine (IT)  
Dauno Puglia PDO Extra-vergin Olive (IT)  
Prosciutto Cotto Praga "Vecchia Trieste" - Friuli Venezia Giulia Region (IT)  
QM "Qualità Marche" Bakery products - Marche Region (IT)  
Cheese "Caciocavallo" Region Molise (IT)  
Cheese "Trecia di S. Croce di Magliano" Region Molise (IT)  
Wine "Tintilia" Region Molise (IT)  
Wine "Falanghina" Region Molise (IT)  
Wine "Trebiano" Region Molise (IT)

## For information

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