



DIRECTORATE-GENERAL FOR
MARITIME AFFAIRS AND FISHERIES
MEDITERRANEAN AND BLACK SEA

REPUBLIC OF BULGARIA
MINISTRY OF TRANSPORT, INFORMATION
TECHNOLOGY AND COMMUNICATIONS



Smart and Blue – new opportunities for the blue economy of the Black Sea

Supporting maritime business growth

24 March 2015, 08.45 – 18.00

(Venue to be confirmed)

Draft PROGRAMME¹²

(Working language: BG, EN, RU)

08.45 – 09.15	Registration
09.15 – 09.30	Opening remarks <ul style="list-style-type: none">• Mr Ivaylo Moskovski, Minister for Transport, Information Technology and Communications of Bulgaria
09.30 – 10.45	Political opportunities to enhance business growth <ul style="list-style-type: none">• Mr Karmenu Vella, EU Commissioner for Environment, Maritime Affairs and Fisheries• Minister for Foreign Affairs of Bulgaria (tbc)• Other Ministers invited• Regional organisations
10.45 – 11.15	Coffee break (Press corner)
11.15 – 13.00	<u>Panel 1:</u> Connecting business <p><i>Being the backbone of the blue economy, maritime transport is a source of innovation and can also be a key driver for associated economic activities such as coastal tourism, development of yachting and marinas, etc. It is also crucial for linking up economic activities on land and at sea. Integrate the development of emerging areas of blue growth, creating necessary security for investments and ensuring environmental sustainability of the process are all the challenges this panel will explore.</i></p>
13.00 – 14.30	Lunch break

¹ All sessions are meant to be plenary sessions.

² State of play 26 January 2015.

14.30 – 16.15

Panel 2: Fishing for tourists

The fact that coastal tourism is the biggest maritime activity in terms of jobs, makes it also an engine of the blue economies across the Black Sea. Fishing, in turn, is still important in many areas. Both activities, however, clearly depend on a healthy marine environment. Clean seas are a crucial asset to strengthen fishing communities by providing other sources of income, such as pescatourism, and new touristic destinations can showcase the natural and cultural heritage. The panel will discuss innovative methods and ideas to use the Black Sea in a more sustainable manner.

16.15 – 16.45

Coffee break

16.45 – 17.45

Panel 3: Creating business opportunities

Recognising that appropriate governance and legislative structure offer ideal conditions for business incubation and development, maritime stakeholders and entrepreneurs need to be pro-active and flexible partners in the definition and planning of maritime strategies. Smart partnerships, maritime clusters and networks have the potential to increase competitiveness, promote maritime sectors, and enhance coordination between the business-research-government 'triangle' to spur innovation in transport, shipbuilding and blue energy exploitation. This panel aims to explore how we can better employ human capacities to nurture a smart and blue economy in the Black Sea.

17.45 – 18.00

Way forward & Closing remarks

- Mr Hubert Gambs, Director, Mediterranean and Black Sea, DG Maritime Affairs and Fisheries, European Commission

18.00 – 19.00

Cocktail reception