



# PIA Networking 2005



## Project

*Nautical eco-tourism in the south- centre area of the  
Thyrrhenian Sea and in Ionian Sea*

### Promoted by:

- Assonautica Nazionale
- Unioncamere

### Supported by:

- Environment Ministry
- Harbour master Offices
- Smaller Islands Association

# Zefiro



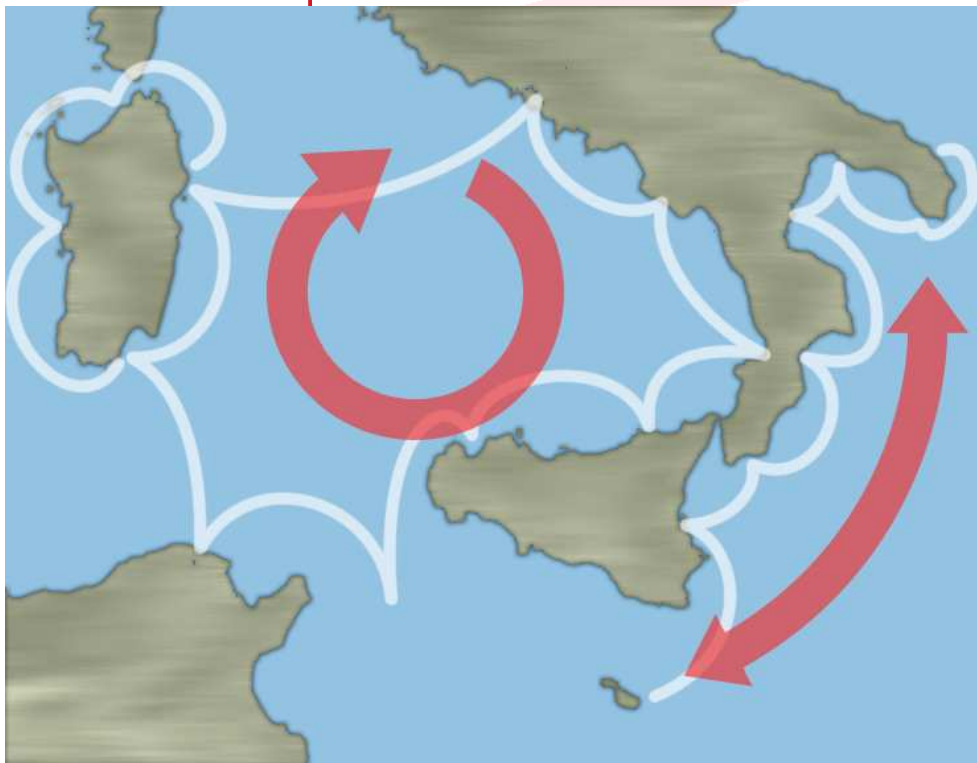
UNIONE ITALIANA DELLE CAMERE DI COMMERCIO,  
INDUSTRIA, ARTIGIANATO E AGRICOLTURA

Gestione 



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# Project's involved area



## South-centre Tyrrhenian Sea and Ionian Sea

two “integrated nautical circuits”, which may successfully and worldwide compete in terms of quality and facilities



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# “nautical system” linked operators



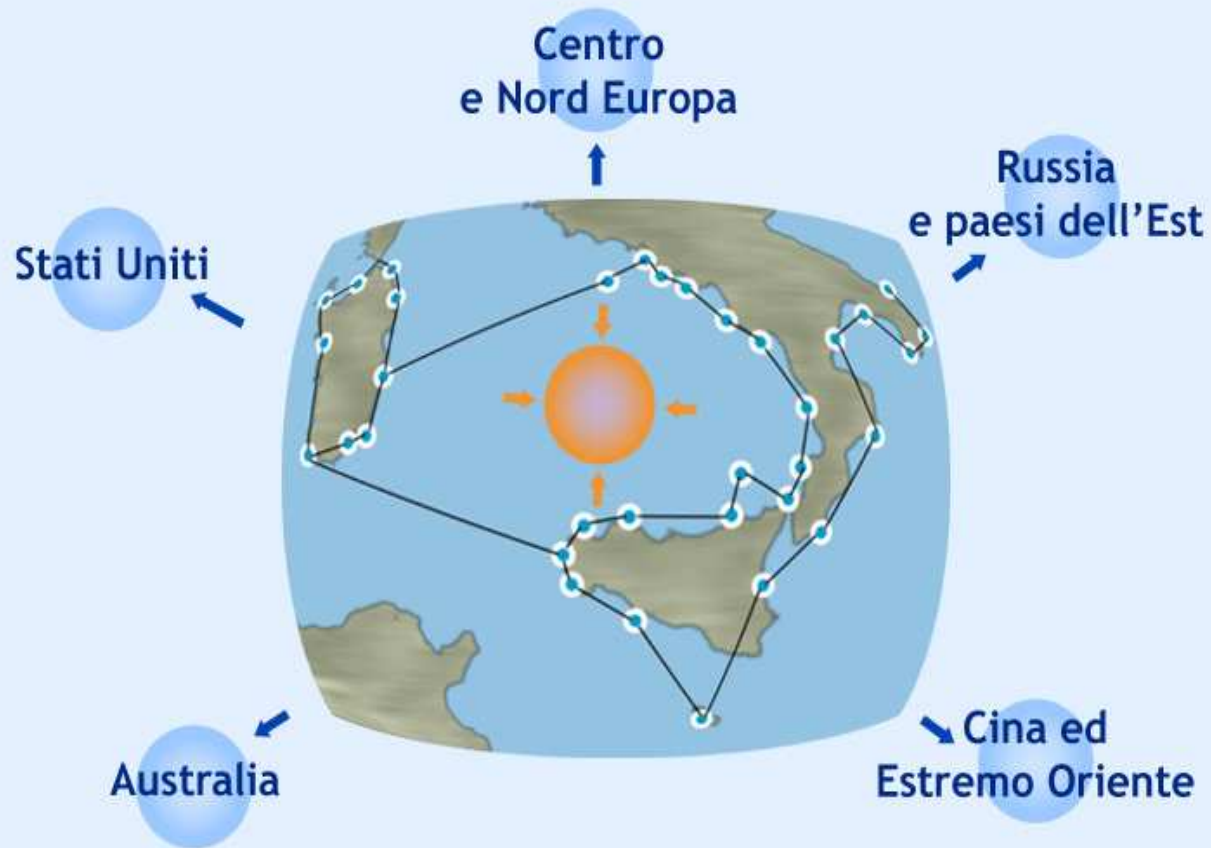
- touristic harbours
- shipyards/assistance
- renting companies
- specialized shops
- others  
(hotels, restaurants,  
car-rent, agency...)



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# Project's issues

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- Integrated network of the nautical tourism operators

- Services quality improvement

- Promotion in the global market of a homogeneous offering



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# Project's budget

## Joined companies

- services Improvement
- technological innovation
- facilities conforming

## The league

- common digital systems
- networking
- marketing and promotion

**Total investment's amount forecasted : 8.5 M€**



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# Project

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Expiration date to join the companies:

5<sup>th</sup> November 2005

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