

Promotion Committee

Online meeting 27th May 2021

Minutes

Welcome and presentation of the Agenda

The Chairman of the Committee, Stefano Bonaldo, welcomed everyone to the meeting and presented the **agenda** of the meeting which was:

- MEDCruise/MEDports series of webinars
- Marlog Conference in June
- MEDports seminars.
- MEDports forum 2022
- Brussels events.
- C-level Conference: meeting between CEO and President around a dedicated issue, with a world expert of this issue.
- Promotion brochure by thematic starting by "Innovation in MED"
- Any other issues
- Date and Location for next committee meeting

The agenda was approved.

The Chairman suggested on either to start safely preparing for the **physical meeting** or keeps it online. Stating that when it comes to commitment and discussing tough topics, we lose the attraction through online meetings, and that we can prepare a physical meeting in **September/October**.

MEDcruise/MEDports Series of Webinars

- Philippe requested promotion committee members to help find speakers from ferry sector to participate in the 2nd Webinar.
- Naomi, from Taranto Port, proposed that we can work with MEDcruise to talk **about the MED Sector**, more of **technical webinars**, looking for representatives not just for promotional but also technical.
- After this discussion, Philippe suggested **contributing to promoting for webinar more**.
- Dr Akram, from Arab Academy, asked for **participation in 2nd webinar** as

being member of IAPH in the cruise sector committee.

- Anne-Marie asked Adnane to prepare an **email template** for connecting to find an expert for the 2nd webinar.

Marlog 10 Conference in June

- Stefano asked about the **proposing agenda** to clearly identify the common topics with MEDports Association to be there. Dr Akram stated that Agenda will be ready soon and sent to him.
- MEDPorts promotion activities for the Marlog 10 conference **during this month**.

MEDports Seminars

- Organize MPA webinars **during second half** of the year to enhance the promotion of MEDPorts.
- Stefano proposed having these webinar activities **in person** to be carried out through 2nd part of the year.
- Stefano proposed an idea for **collaboration** between 3 technical committees in one webinar discussing 3 different topics throughout the whole day in a **physical meeting**.
- Naomi informed that Taranto is organizing an event in **October**, and this could be a **chance for MEDports Association to organize something together**.

Brussels Event.

- Philippe suggested working on promotion to be well known on European level.
- Stefano stated that now it's time to go to Brussels **physically**, and as soon as doors will be open there will be a rush to return to normality. MEDPorts can contribute with some **political participants** to bring issues and questions from our MEDports Association.
- Stefano additionally proposed the organization of **series of meetings** within MEDports Association to **discuss political issues at a technical level** which match Brussels agenda.
- As well as proposing to the **South MED region** to find representatives to rise and bring interesting proposals at international level for good results.

C-level Conference

- Philippe explained the idea of this kind of meeting is to invite an **expert for a speech**, with MPA presidents for exchanging knowledge.
- Followed by MEDports **organizing a discussion meeting to give presidents the opportunity to be in touch each other.**

Promotion Brochure "Innovation in MED"

- Stefani suggested creating **a series of publication of brochure** on pre-shared topics, innovation, sustainability, energy saving, etc...
- Stefano also proposed asking other **technical committees** to provide proposals and ideas,
- Create a brochure **that contains proposals from different ports and tackling a subject from different point of views, in order to gather information to set up the brochure and propose subjects for further brochures.**
- Anne-Marie can propose items regarding **Hydrogen.**
- Philippe added asking members to send **1 project** relative to this topic, which will benefit MEDports participation in **Taranto Port Day in October.**
- Naomi proposed asking **Young Professional Network** for this task of asking members for providing 1 page, 10 to 15 lines of projects on suggested topics.