

- high-quality products
- renewable energies
- tourism

# RegioMarket



# Alpine Space

Optimizing Regional Marketing and networking for development of a corporate marketing and branding strategy for the entire Alpine Space



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Report by project partner

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## Our Region: the sea







## Our Region: the hills





## Our Region: the mountains



## Our Region: the events







## Challenges before RegioMarket: typical products



## Steps in RegioMarket: extending the action to the whole region





## Results of RegioMarket Activities (2)



- Product club
- About 100 restaurants or catering businesses

# Flavours of a unique land





## Lessons Learnt

- Exchanging of experiences
- Learning from other regions' experience



## Remaining Challenges and Plans

- Strengthening the relationship with the regional tour operators
  
- Future of the Club