

- 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



Product Group Food, Final Conference, 13th/14th February 2008

Report by project partner

**Dipartimento per gli Affari Regionali e
le Autonomie Locali (DARAL)**

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The DARAL approach to RegioMarket

Our challenge:

Valorisation of local resources as key-factor

-Attraction

-Competitiveness

Valorisation of short-chain production systems

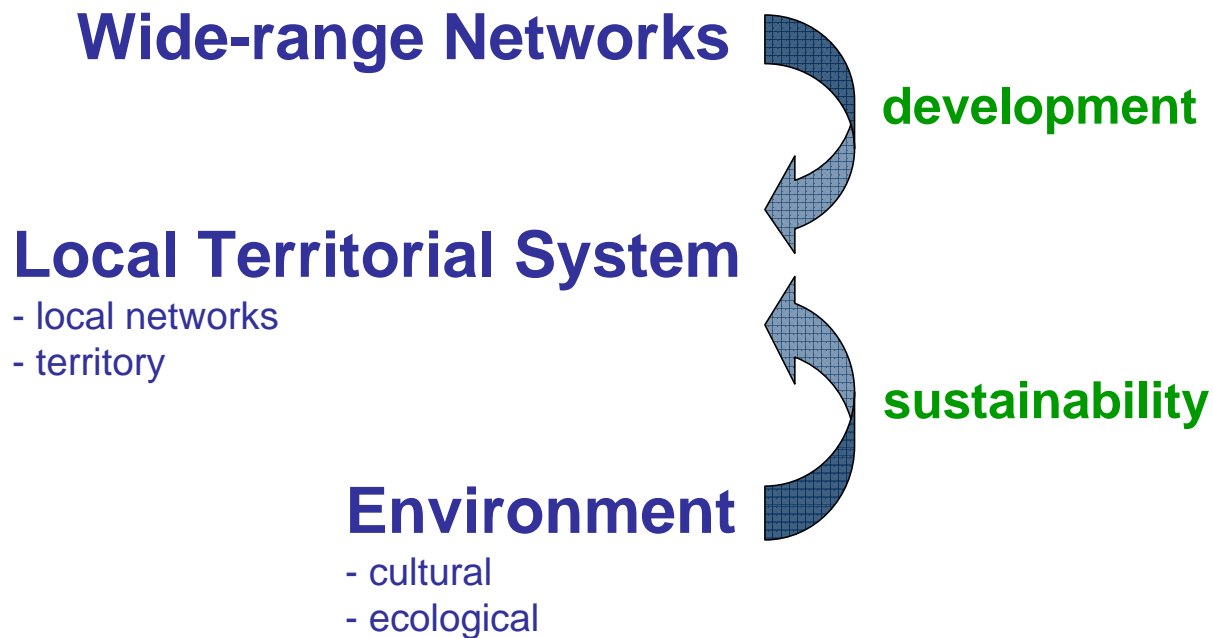
Empowerment of the local territorial system





Challenges before RegioMarket

INTERREG III - Alpine Space - “Local Territorial System”





Steps in RegioMarket

Main levers: the promotion of

Innovation

- product
- organization

Territorial coalitions/alliances

The Territory as a whole





Steps in RegioMarket

Our identity: support the „short chain“ with a „dense network“

Short chain (production, food, tourist resorts)

Empowerment of Local Reputation...

... transfer by long chains (communication)

...towards wider tourist markets



Dense networks

Marketing innovation

Organizational Innovation

Networking - cooptation





The role of DARAL

Support through:

- empowerment of local assets
- shared vision, towards long-term trends
- building coalitions on common goals
- **innovation - cultural growth**



Future trends

Our proposal:

Define a „next step“ methodology

The involvement of new territories

A wider range of actors / tools

