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# SMARTER AOE

## Transformation of the Amazon of Europe into smarter and greener tourism destination

### SMARTER AOE

1<sup>st</sup> awareness raising and networking workshop agenda

18. October 2022, Osijek, Croatia

**Workshop venue:**

**Aims of the workshop are:**

- to provide an overall picture about the Amazon of Europe destination and Smarter AoE project;
- to present Smarter AoE activities aimed at participants and how they can get involved;
- to present benefits of the Smarter AoE project for the participants;
- presentation of a specific topic of interest related to the project activities.

**Workshop agenda:**

<b>Creation of the international ecosystem of tourism SMEs and Capacity building for digital transformation</b> <b>18. October 2022., Osijek, Croatia</b> <b>Hotel Osijek, Šamačka 4, Osijek</b>	
14.30 - 14.45	<b>Welcome and introduction</b> <i>Tihomira Klobučar - Business Incubator BIOS Ltd.</i>
14.45 - 15.15	<b>Amazon of Europe destination and products - Zdravko Kozinc, Iskriva</b> History, territory and brand Joint tourism products: AoE Bike Trail River Journey Amazing moments
15.15 - 15.45	<b>Smarter AoE project presentation - univ.spec.oec. Milan Peterka, Center for entrepreneurship Osijek</b> General information - aims, objectives, activities Short introduction to the AoE ecosystem, AoE hub platform, AoE academy and financial support to tourism SMEs The importance of networking in tourism + best practice example
15.45 - 16.00	<b>Coffee break</b>
16.00 - 16.15	<b>Possibilities and benefits of participation in the project - univ.spec.oec. Milan Peterka, Center for entrepreneurship Osijek</b> Presentation including specific and concrete information of the AoE ecosystem, AoE hub platform, AoE academy and financial support to tourism SMEs focused on the benefits for SMEs + questions



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16.15 -17.00	<b>Presentation of a specific topic of interest related to the project activities</b> <b>Ecological footprint - competitive advantage for tourism SMEs - <i>doc.dr.sc. Alma Mikuška, University of Osijek, Department of Biology</i></b> Presentation + discussion
17.00 - 17.15	<b>Conclusion and call to action</b> <i>Tihomira Klobučar, Business Incubator BIOS Ltd.</i>

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