

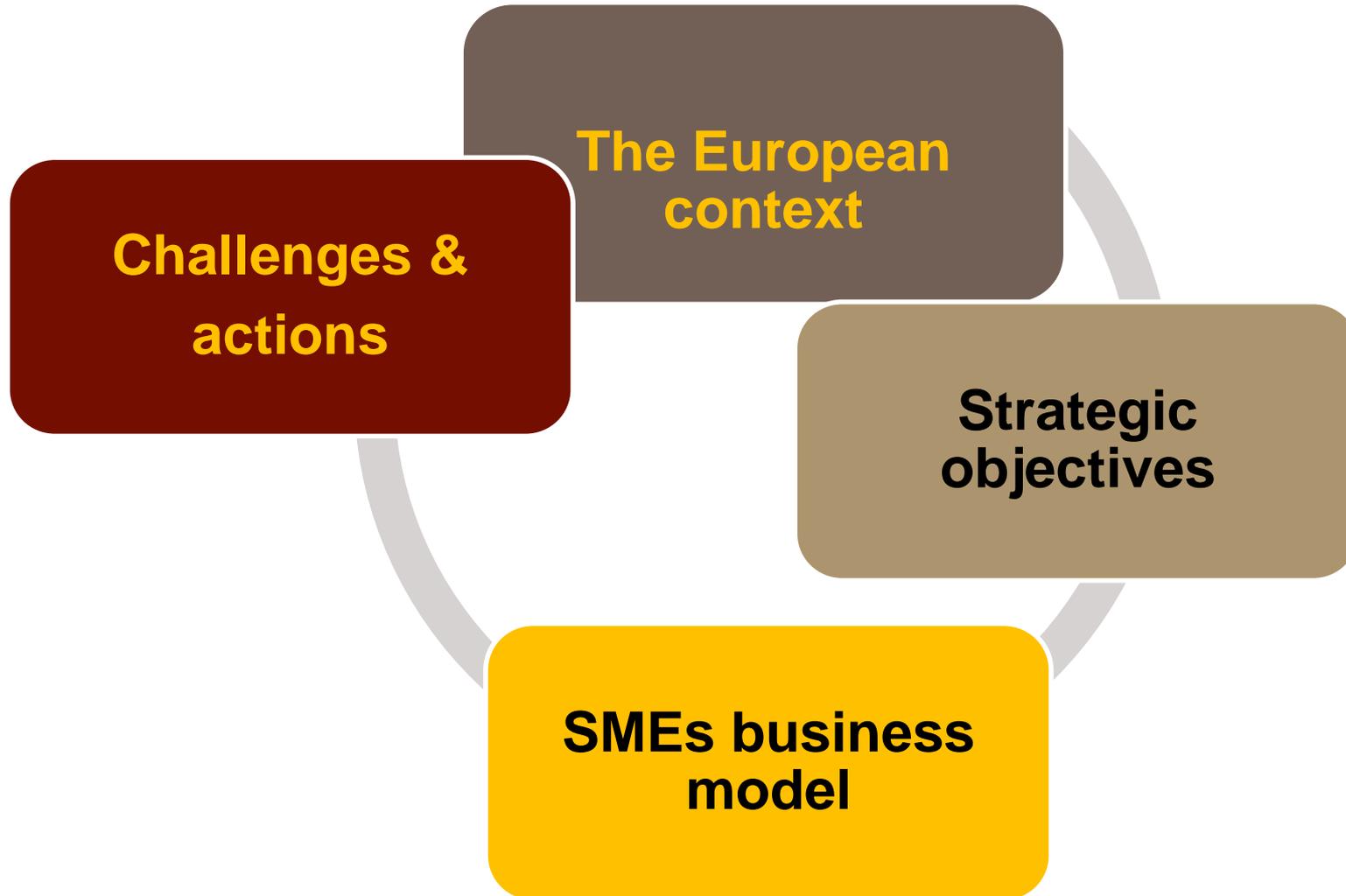


**The European Network of Chambers of  
Commerce to promote “Hidden gems”  
UNESCO World heritage sites**

# BACKGROUND

- 2012 – **Start up** in Matera with 5 Italian Chambers, who shared their common vision about the importance of coordinating the promotion of 'Hidden gems' UNESCO sites
- 2014 – **Winner** of the European Enterprise Promotion Awards
- 2016 – **Launch** of the **Mirabilia Food & Drink**; **Winner** of the **Tourism Award** 1st edition (Italy-China)
- 2018 - 14 Italian Chambers *Bari, Caserta, Genoa, Matera, Messina, Molise, Pavia, Perugia, Potenza, Sicilia Orientale, Riviere di Liguria, Udine, Verona, Salerno* ;
- **Establishment of the Association Mirabilia Network**, with its legal venue in Rome, aiming at allowing Micro and SMEs to overcome the obstacles deriving from dimensional limits and reach a critical mass to compete globally, while safeguarding their individuality and generating value for each company and development for the whole territory.
- Currently **the network is enlarging in other EU countries**, such as France and its Chambers of Commerce (Tarbes et Hautes-Pyrénées; Dordogn; Tarn; Gard). Preliminary exchanges with Spain, Croatia and Bulgaria, in order to promote the territories and routes in the UNESCO World Heritage (hidden) sites and enhance the European tourism industry.
- Other contacts are planned with the Western Balkan countries as well.

# THE MIRABILIA FRAMEWORK



## THE EUROPEAN CONTEXT

- The EU tourism policy framework aims at **supporting the tourist SMEs competitiveness**, by encouraging the creation of a favorable environment for the development of undertakings in this sector;
- EU and UNESCO are strongly committed to sustainable development while **implementing the UN 2030 Agenda** in a full, coherent, comprehensive and effective way, in close cooperation with partners and other stakeholders, including sub-national authorities, civil society, the private sector, social partners and academia;
- The EU Circular economy package, adopted in 2015, proposes a **new way to develop green business and eco-friendly models**, opening to synergies at different level (public and private stakeholders), with an interdisciplinary and inter-sectoral approach (tourism, culture, environment, energy consumption) in order to create a sustainable system for the planet, respecting the social dimension.

## STRATEGIC OBJECTIVES

### Short term

- Promote UNESCO sites and surrounding areas
- Enhance the landscape, historical, artistic and enogastronomic heritage, local craft
- Create business opportunities between supply and demand
- Increase the number of national partners and international partner
- Become a landmark for consumer (international public) and trade (working in the sector)
- Promote growing the European network

### Long term

- Create a SME network model
- Generate more growth and jobs opportunities at territorial level, by increasing local purchasing of goods and services along the tourism value chain
- Enhance competitiveness and maximize positive local impact, in line with the UN Goals
- Upgrade professional skills and capacity building, aiming at promoting minor Unesco sites with a holistic and sustainable approach

# **TOWARDS SMEs BUSINESS MODEL**

## **to enhance cultural tourism**

- The *joint cooperation between Chambers of commerce across Europe* shows how to connect and to enhance less-known UNESCO sites, combining the offer of culture, gastronomy, arts, handcrafts, fashion, creative industries, design, cultural and natural heritage and the **value chain of cultural-tourism services** (accommodation, transport, tour operators, food and beverage, mobility, museums, theaters, etc.) while engaging the key SMEs operating in the sector.
- In this regard, the **first “Mirabilia business network”**, officially established in Italy, allows Micro and SMEs to overcome the obstacles deriving from dimensional limits and reach a critical mass to compete globally, while safeguarding their individuality and generating value for each company and development for the whole territory.

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## STRENGTHS

Project started  
from the territory  
and from SMEs

Internationally  
recognized  
heritage

National and  
international  
institutional  
partnership

Local  
partnership with  
a business  
network



## CHALLENGES AND ACTIONS

- **Develop transnational tourism products**, employing a replicable business model to be exported and disseminated in the European and International market
- **Strengthen public-private and multi-stakeholder partnership** and share experiences, good practices and lessons-learned among tourism companies
- **Creation of a digital platform** for matching sellers and buyers of technological services
- **Organization of «blogger tour»**, «post tour buyer
- **Facilitate B2B activities**, through specific international events, such as the ‘International cultural tourism exchange’, held in Verona in 2017;
- Reinforce skills capacities through **dedicated training programmes**, delivered to territorial companies and stakeholders;
- **Foster the creation of transnational business networks**, to commit multi sectoral companies from the UNESCO world heritage ‘hidden’ sites in promoting their products/services’ offer at EU and international level through collaborative innovative projects

## KEY ACTION

### THE TOURISM EXCHANGE 2017/2018

Mirabilia organizes every year the **International Cultural Tourism Exchange** B2B meeting between partner territories and major international tourist buyers

The 7th Edition is foreseen in Pavia (Italy) and Albi (France) at the end of October/beginning of November 2018;

The event held in Verona in 2017, confirmed the winner model (food & drink, Art in Art, Tourism exchange, cultural and creative industries, agro-food business, art craft, with:

- 13 Italian Chambers of Commerce
- 13 the Chambers of Commerce of Bulgaria, Canada, Croatia, Greece, France and Slovenia
- 80 buyers (Australia, Austria, Bulgaria, Canada, Cina, Croazia, Repubblica Ceca, Danimarca, Estonia, Francia, Germania, Gran Bretagna, India, Irlanda, Israele, Giappone, Lituania, Norvegia, Paesi Bassi, Polonia, Russia, Romania, Serbia, Slovenia, Svezia, Ungheria, USA )
- 300 sellers (Italy and France)
- 2700 scheduled appointments.



*The real 'voyage' of discovery  
consists not in seeking new  
landscapes, but in having new eyes.*  
(Marcel Proust)

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project by:



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