



A look into an Insular Chamber: Chios Chamber of Commerce

Chios is the fifth biggest island in Greece and the tenth in the Mediterranean Sea, area of 842 m² and population of about 52.000 people. Chios with the smaller islands of Psara and Oinousses represents the Prefecture of Chios. Trade and shipping tradition offered a great prosperity to the island during the ancient years. Chios Chamber of Commerce was founded in 1918. Thus, this year it is the 90th anniversary.

Chios Chamber offers a range of services and activities in domains that are relevant to the development and the economic progress of its region. There are 4.250 businesses registered. The majority of the businesses, about 80%, are located in the sectors of trade and services. There are also a considerable number of productive businesses mainly in the section of foods and drinks, such as confectionery, drinks, dairy products, pisciculture, and the elaboration and standardization of mastic, which as well exportable products.

The administration of the Chamber with initiatives and consecutive intervention exposes the problems of the Chios business face, but as well the general developmental process of its area, meanwhile it proposes indicated solutions and measures that need to be taken.

The Chios Chamber also drives its efforts to offer completed services, aiming to the support of the business dexterity, and the competitiveness and the internationalization of Chios companies. For this reason, the Chios Chamber of Commerce:

- 1) informs its members in various issues, such as financial, investing programs, competitions, auctions and exhibitions, imports, exports, etc.
- 2) organizes conferences and informing meetings.
- 3) organizes or participates in international or local exhibitions in Greece and abroad as well.
- 4) sends to all its members a free monthly informing newspaper, published with the title of "News of Chios Chamber of Commerce"
- 5) offers a teleconference system which is available to all its members.



Furthermore, the Chios Chamber of Commerce has been involved, as leader or partner, into the following programs:

- INTERREG IIIA/Greece- Cyprus 2000-2006, project with title "Creation of structures of support to business dexterity to the cross-border area and support of the extraversion of businesses of Greece- Cyprus".
- Completed intervention of urban development at the area of Kastro and Dimokratias Street of Chios Municipality, materialization of consulting acts in order to find resources of employment or self-employment.
- BIOBUS - "Biodiversity resources for innovative business development".
- Leonardo da Vinci Program: materialization of project with the title "Training of SMEs of Rural Areas in using e-Government Services".
- Society of Information: materialization of project "Creation of Chios Chamber Portal-Electronic market of Chios"

Interview to Mr. Antonis Zannikos, President of Chios CCI



Question: President Zannikos, in your opinion, in which way may Island Chambers of Commerce collaborate in order INSULEUR to be a more powerful organization?

Answer: INSULEUR must become a more powerful organization as to assert, under better conditions, the best accomplishment of its aims. In my opinion this will be achieved if all the Island Chambers of the European Union become members of INSULEUR and all together cooperate closely to take on new initiatives and activities.

Q: Which areas do you believe INSULEUR will have to work on and focus? In which areas would CCI Chios like INSULEUR to lead common projects?

A: On one hand, INSULEUR must try very hard to bring forth the islands, so that the European Union adopts a developing policy to moderate the negative consequences and the problems of insularity. On the other hand, sections in which it needs to focus mainly and our Chamber will help are: transport, energy, tourism, problems of small enterprises and water supply.

Q: What would you expect from the European Union institutions to make for Chios enterprises?

A: We expect to implement all favorable conditions about the recognition of insularity, which are provided in the Lisbon Treaty.

Q: How does insularity affect Chios Island enterprises? Which are the main effects on them?

A: Chios enterprises face intensely the problem of insularity, because they are operating in a small island of the European periphery, with very restricted financial sources. Among others, the main effects for Chios enterprises due to insularity are the difficulty in access to the markets, the high costs of production, and transport.

Executive Training Programme 2008

Value for money, easy to apply... but apply early!

Following the meeting celebrated last 21st December in Brussels, INSULEUR is pleased to present the 1st Executive Training Program, given in English, in collaboration with the Gozo Business Chamber and the Islands and Small States Institute (University of Malta) that will take place on 12-13 June 2008 at the University Gozo Centre (Malta).

This Program is designated for Executives of insular Chambers members of INSULEUR and other organizations (CRPM, EOAEN, ESIF, etc.), and experts of competent Ministries of Member States, and aims to promote the sustainable development of the islands.

The objective of the Executive Training Programme is to help participants to familiarize themselves with issues of insular development and to offer them the necessary instruments to support their organizations to achieve a double mission:

1) to take an active part in the European Union and National Policy Plans for the development of the insular areas of the European Union and;

2) to contribute to the development of the insular regions under their jurisdiction, to take an active part in the realization of projects of insular development and to place at the disposal of their members the services of information and support. In addition, the trained persons will develop personal relations and contacts, which will enable them to jointly exploit future plans of co-operation.

AGENDA

Wednesday 11 June 2008

Arrival of participants

Thursday 12 June 2008

09.00-09.30 Introductory speeches
 ➤ Professor Lino Briguglio
 ➤ Mr Joseph Grech
 ➤ Mr George Asonitis
 ➤ Hon Minister Giovanna Debono

09.30-10.30 Lecture 1: "Meaning of Sustainable Development with Special Reference to Islands"

10.30-11.00 Coffee break

11.00-12.00 Lecture 2: "Economic Vulnerability and Resilience with Reference to Islands"

12.00-13.00 Lecture 3: "Sustainable Tourism and Islands"

13.00-14.30 Lunch

14.30-15.30 Lecture 4: "Environment and Islands: with emphasis to Climate Change

15.30-16.30 Lecture 5: "Energy and Islands: Alternative Energy Sources

16.30 End of 1st day work

Friday 13 June 2008

09.00-10.00 Lecture 6: "Tools for Insular Business Promotion"

10.00-11.00 Lecture 7: "Funding Possibilities for Projects in Islands" (Mr. Antonio Cañellas & University of Malta Lecturer)

11.00-11.30 Coffee break

11.30-13.00 Lecture 7: "Simulation Exercise" on How to Draft a Proposal for a Community Program (Mr. Evangelos Douloufakis & Mr. George Assonitis)

13.00-14.30 Lunch

14.30-16.30 General discussion and Conclusions

16.30 End of 2nd day work

For further information and reservations, please contact:

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Articles and Opinion

“The new role of INSULEUR in combination with local chambers”

by Mr. Yannis Papatzakis, Vicepresident Rethymno Chamber of Commerce

21.12. 2007 - Brussels

Kick-Off Meeting Executive Training Seminar 2008



continuation from now on.

I believe therefore that it should become a retributive organisation, which will in the long term generate benefits to the businesses operating on islands as well the chambers of commerce located on these islands.

At the same time a recognised network within the E.U., with powerful voice and presence in international forums, capable of planning, implementing and imposing policies, programmes, interests, practices and actions.

However, in order to achieve this it should possess internal mechanisms and the necessary organisation, infrastructure, people and mostly constant feedback of information, needs, policies and plans of our chambers as local structures of enterprising, but also as poles of innovation, competitiveness and administration.

It should have the essential public and international relations, networking and participation in institutions and networks, contacts with the European political parties, members of Parliament, individually but also with their teams. Furthermore, contacts with the delegations in Brussels, national, local, regional and business oriented. Contacts with the national delegations and embassies, but mainly with each official structure of the E.U., the Committees that play sovereign role, the Commissioners, the European Council and European bodies.

1. Consequently, the rearrangement of the network is essential, as a representation office of island chambers in the E.U., capable of lobbying, monitoring and providing information, planning, promotion of issues etc.

This vision should be recorded in a strategic business plan, and should be financed by its members and by European programs. It should be supported scientifically, officially, for specific objectives and aims, for specific- measurable henceforth - actions, for designing and production of benefiting programs regarding the already existing problems of business dexterity, competitiveness, innovation, promotion, networking, isolation, tourism, agriculture, employment, financing means, transportation, communications, that more intensely appear in the island enterprises of the E.U. and our Chambers encounter in their areas of responsibility and action.

The network must henceforth acquire identity, stand on its ground, with mechanisms and personnel, not relying on the good will of a few people and preferably with persons who do not carry out this task as part-time employment or as a second job. This technical specialised committee and the initiative that we have taken and discuss today, can constitute an important reference point and the foundation of a platform will co-ordinate us from now on.

2. The role of Insuleur has to mature within our Chambers. A first step is to appoint a board member or a specialised employee as contact person (for those Chambers that do not participate today) and ensure that a real time antenna of Insuleur exists in every place.

The support of a representation office is an important vision and prospect. An office that will have the advantage to penetrate nations and countries, since it will represent all our islands, with budget and financing that will be supported by European programs and by us, provided that it is retributive and which will later sell services in other institutions in our regions. Of course, we primarily need to form a business plan of our further actions. If we look at it as a mechanism of promoting our interests and not as another mediocre network, we will probably achieve. The success also depends on the collaboration between the network and its representation office. The participation along with us of all the

island networks, ISLE, INSULA, island regions of the E.U., but also the invitation of Universities, research institutions, Technical universities and influential enterprises with international presence from our region, can constitute a concrete structure ultimately.

Thus acting in a combined and organised manner, with vision and connections, we will be heard and will impose, we will claim and achieve a lot for our regions.

In our regions, there is already a great necessity from the Chambers, from our members, from scientific institutions for participation in the decision-making, for effective programs, for financing means, for lobbying in Brussels. Let us utilise this and let us do it under our umbrella, exceeding narrow limits of countries, regions, with common place the seas that surround us and unite us.

Insuleur with a form of such scope, beyond regions, European, international, can change the picture and restore the Chambers' role itself, which is questioned in a lot of countries, as institutions representing business dexterity and as social institutions, to the status and the significance that they should have for the local governments, for the European status.

3. In the framework of our networking I propose the creation of a programme of video-conference and common interactive internet platform, where we can introduce topics, requests, actions and enable mutual elaboration.

Together with the technical committee, the experts committee and the representation office,

the Board of Insuleur has to work from now on as an institutional, political and strategic body, designing policies, bringing the vision and the strategic objectives for the future.

4. I suggest that the committee's seminar in Greece be undertaken by the ITE / FORTH, which could also design and implement the common platform of communication between members of the network.

5. Moreover, our proposals have to be written down in work papers and be dispatched to board members, technical committee and Chambers-members of the network.

6. All Chambers participating from now on in European programs have to promote and recommend the network as partner.

7. Chambers have to send to the technical committee of the network, realistic statistical data for their area of action and about their members, in order to achieve a factual approach into elaborated proposals and to our views to the E.U.

Concluding, I report as good practices, for us:

- a. Chambers group for the development of Greek Isles, for its participation and experience in European Programs,
- b. Our people that help us up to now Mr. Asonitis and Mr. Czmal and
- c. The web page "nautical" by Balearic Islands.

As a last note, I want to say that the representation office in Brussels can be staffed by each one of our members, thus looking after our own goals and objectives, but also accomplishing economies of scale for all of us, as a tool for each one here.

"European Islands Tourism"

by Professor Giovanni Ruggieri, President of OTIE



The European islands present a wide variety of situations and some problems in common with the others. Every island has a modest surface area, cut off by the sea. Every economic choice, taken in each island, has therefore an immediate impact on the territory, which is characterized by limited natural and human resources.

European laws and regulations tend to limit these impacts. The quality of the environment, the life style and the rich cultural heritage make the islands very attractive but the preservation of the

environment is a critical point for business development.

This is underlined in the European islands by the presence of a relatively high number of sites classified by UNESCO as forming part of the world heritage of humanity. Then, the environmental heritage of the islands can be a source of both wealth and trouble.

The natural and cultural environment can produce tourism development, which is the dominant activity in most European islands. Two well known and common problems, generated by the tourism, are the excessive exploitation of the resources and the increased urbanization, especially along the coast. Whatever reservations can be expressed, the tourism in the islands seems



to have a high potential for expansion.

To improve the tourism development, with a limited impact on the environment, it's necessary to resort to a new kind of sustainable tourism, different from the traditional sea tourism. We propose some new kind of tourism that is applicable in European islands:

- a) Nautical tourism;
- b) Relational tourism;
- c) Secondary residence tourism.

They have two very interesting aims: the development of tourism services and the limitation of seasonal tourism. The islands, surrounded all around by the sea, are by nature ideal to moor boats along the coast. That's very important because the experiences in nautical tourism since some years show a considerable trend of expansion in terms of production and occupation.

In fact, there has been a high rate of growth of the industrial production connected with the nautical activities. It's also confirmed and highlighted, by many market researches, that the nautical tourism is one of the economic emergent activity.

The nautical tourism is in constant increase in European islands and constitutes the natural alternative to the traditional sea tourism.

It involves a decrease of the seasonal tourism: the majority of the islands are in the Mediterranean Sea and they enjoy a rather mild climate; therefore the tourists can visit the islands from May to October and not only in summer. Moreover the nautical tourism doesn't need new buildings, because the tourists usually stay on board, limiting the impact on the environment.

The second proposal is the "relational tourism": a new tourist form in constant increase. It stemmed from the tourists necessity to be acquainted with the culture and the traditions of the visited places. It can be developed in the internal areas of the islands, thus generating a better distribution of tourists; that supports also a sustainable tourism. Another positive aspect of relational tourism is the re-use of old country houses and villas adapted to host tourists.

This form of tourism is based on the relation between tourists and local population: the tourist likes to know and to experience the daily life, as if he/she lived in the place that he/she is visiting.

To achieve this kind of tourism it's necessary to increase the degree of hospitality both of the population and the public authorities of the islands. This could be a great difficulty especially in the islands where the tourist industry isn't enough developed.

The last proposal refers to the "secondary residences tourism": a new typology of tourism that proposes the use of private houses for host tourists. The tourists could book their holidays in a resort by internet or using traditional intermediaries (i.e. real estate agencies).

Moreover, today's tourism tends to create networks, based on mutual help and collaboration.

The economic growth can be generated by the aggregation of similar geographic or economic areas. The European islands could create a maritime district, allowing them to share the problems and the peculiarity of an insular land.

They should aim to create this by organizing and integrating all the activities of the tourism industry, facilitating the qualification of the companies, reinforcing the visibility of the sector and improving the quality and the quantity of the specialized human resources. After this the local institutions will control better the competition between the islands.

Several regional authorities use regulatory or fiscal instruments to monitor the development of tourism, but often it's not enough. The monitoring is necessary to the growth and to avoid future damages: therefore O.T.I.E. (Observatory on Tourism of European Islands) has been founded on February 2007, in Palermo, Italy. It is a non-profit making association, which is an instrument for understanding and analyzing the tourism and the economy of the islands.

The Observatory intends to organize and to develop survey and research activities, as well as the development of initiatives in the tourism and industry sectors that are connected to the insular territories.

The principal aim consists in collecting and analyzing the real data, in order to carry out the surveys and researches useful for the development and the reinforcement of the insular economies. To achieve these objectives, the Observatory expects the collaboration of public organisms, local institutions, associations of category, organisms that represents interests connected with tourism sector, mass-medias, schools, Universities, professional people and experts.

Events at Local Level



Mallorca Chamber of Commerce "Conference on the Services Directive"

The Mallorca Chamber organized last 14th February a conference that gathered representatives of the enterprise and institutional world to debate on the new legal framework derived from the EU Services Directive Directive 2006/123/CE, better known as 'Bolkestein Directive'.

The objective of this conference was to explain and to clarify the main points of this new norm, which represents an opportunity since "it eliminates barriers to social and economic activity in Europe and consolidates the freedom of establishment and services".

The president of the Mallorca Chamber, Mr. Juan Gual de Torrella, has insisted on the benefits that suppose the implantation of this norm, that will bring administrative simplification, as well as transparency and legal security, assuring the quality of the services. In the next months, the Mallorca Chamber has predicted to continue organizing work meetings so that the industrialists can deal in depth with those aspects of the Services Directive that affect the most to their sector.

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*From now on, INSULEUR would encourage to its members to send us information on **Local Events** that your Chamber would like to be published on INSULEURVOICE*

News from Brussels

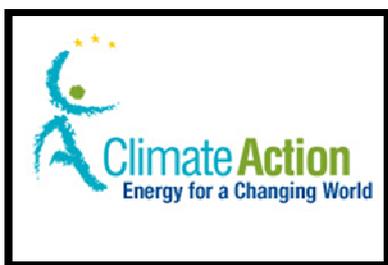
Cohesion policy 2007-2013: adoption of 35 programmes to implement "European territorial cooperation"

The Commissioner for Regional Policy, Danuta Hübner, announced last 21st December the adoption of 35 programmes under the "European territorial cooperation" objective of Cohesion policy. These programmes, mainly funded by the European Regional Development Fund (ERDF), provide support for cross-border and transnational cooperation among the Member States. Turkey, the Western Balkans countries, Norway, Switzerland, Belarus, Ukraine and the Russian Federation also take part in some of these programmes with the support of the new Instrument for Pre-Accession Assistance (IPA) and the European Neighbourhood and Partnership Instrument (ENPI).



For further information on regional policy:
http://ec.europa.eu/regional_policy/index_en.htm

EU climate change commitments: boosting growth and jobs



The European Commission agreed last 23rd January on a far-reaching package of proposals that will deliver the European Council's commitments to fight climate change and promote renewable energy. The Commission states that "the proposals demonstrate that the targets agreed last year are technologically and economically possible and provide a unique business opportunity for thousands of European companies".

These measures will increase the use of renewable energy in each country and set legally enforceable targets for governments to achieve them. All major CO₂ emitters will be given an incentive to develop clean production technologies through a thorough reform of the Emissions Trading System (ETS) that will impose an EU-wide cap on emissions.

The package seeks to deliver the European Union to reduce greenhouse gases by at least 20% and increases to 20% the share of renewable energies in the energy consumption by 2020, as agreed by EU leaders in March 2007. The emissions reduction will be increased to 30% by 2020 when a new global climate change agreement is reached.

For further information on climate change package:

http://ec.europa.eu/commission_barroso/president/focus/energy-package-2008/index_en.htm

Innovation & SMEs: Eurostars Programme



EUREKA's Eurostars Programme is the first European funding and support programme to be specifically dedicated to SMEs. Eurostars will stimulate them to lead international collaborative research and innovation projects by easing access to support and funding.

The Eurostars Programme addresses a niche market of research and innovation-performing businesses that fulfill the [EU-adopted definition of an SME](#), are based in a [Eurostars participating country](#) and that, in addition, invest 10% or more of full-time equivalent or annual turnover in research activities. European SMEs act as a source of renewal and a driving force for the development of new business areas. The Eurostars Programme is aimed at stimulating these SMEs to lead international collaborative research and innovation projects by easing access to support and funding.

For further information on Eurostars Programme:

<http://www.eurostars-eureka.eu/home.do>

Regional policy: Combining competitiveness and cohesion

Should EU regional development policy aim to enhance competitiveness, cohesion, or both? An own-initiative report by Ambroise Guellec (EPP-ED, FR), adopted by the European Parliament assesses the rival merits of using regional development money to further the "Lisbon" (growth and jobs) strategy, or to reduce development disparities within and between regions.



This report builds on the European Commission's fourth report on progress in achieving EU economic and social cohesion policy aims, including the methods used in Member States to achieve them. The fourth report focuses on the 2000-2006 programming period, but also assesses preparations for 2007-2013.

For further information on MEP Ambroise Guellec report:

http://www.europarl.europa.eu/news/expert/infopress_page/059-21751-049-02-08-910-20080219IPR21740-18-02-2008-2008-false/default_en.htm

Enterprise Europe Network: Business Support at Your Doorstep

The new Enterprise Europe Network was officially launched last February in Brussels. This new network intends to facilitate information and advising on Business policies to the European SMEs, and also on the programs and financing possibilities of the UE.



The network is made up by near 500 organizations (Chambers of Commerce, University Agencies of Regional Development, Technological Centers, etc.) and is conceived to support SMEs, mainly in the initial stages, so that they are more innovating and they develop their technological capacity. The new network is opened as well to Turkey, the Former Yugoslav Republic of Macedonia, Norway, Iceland, Armenia, Israel and Switzerland. In addition, it tries to maintain informed

to the Commission on the convenience into its policies and initiatives for the companies and the effect that have on the competitiveness and the potential of innovation of the SMEs.

For further information on Enterprise Europe Network:

http://www.enterprise-europe-network.ec.europa.eu/index_en.htm

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