



## **FRESH WAYS**

Cross-border mechanisms  
for Green Intermodal  
and Multimodal Transport  
of Fresh products

[www.interregfreshways.eu](http://www.interregfreshways.eu)

# **FRESH WAYS**

*Newsletter n° 4*



## Introduction

The project “**FRESH WAYS - Cross-border mechanisms for Green Intermodal and Multimodal Transport of fresh products**” is co-funded by the Interreg V-A Greece-Italy 2014-2020 Programme with a total budget of 2.621.935 EUR.

Airports of Puglia S.P.A. leads the project partnership, which is composed of the Chamber of Commerce, Industry, Crafts, Agriculture of Bari, the University of Salento – Department of Innovation Engineering, the Chamber of Commerce of Preveza, and the University of Patras – Department of Civil Engineering. The Department for Local Public Transport and Major Projects of Puglia Region will participate to the project implementation as associated partner.

**The overall objective of FRESH WAYS** is to develop a strategy to optimize the transport system by reducing the dependency on road and maritime solutions and increasing the range of available connections between Italy and Greece.

The project aims at increasing passenger traffic between the two countries, and testing the use of the available space inside the aircraft holds to transport fresh products. Moreover, a cooperation platform, involving Public Administrations, research centres and business sector, is being developed and promoted in order to identify the most innovative and suitable future solutions in the field of eco-sustainable transport.



## 6th ITS Hellas Virtual Conference on Intelligent Transport Systems



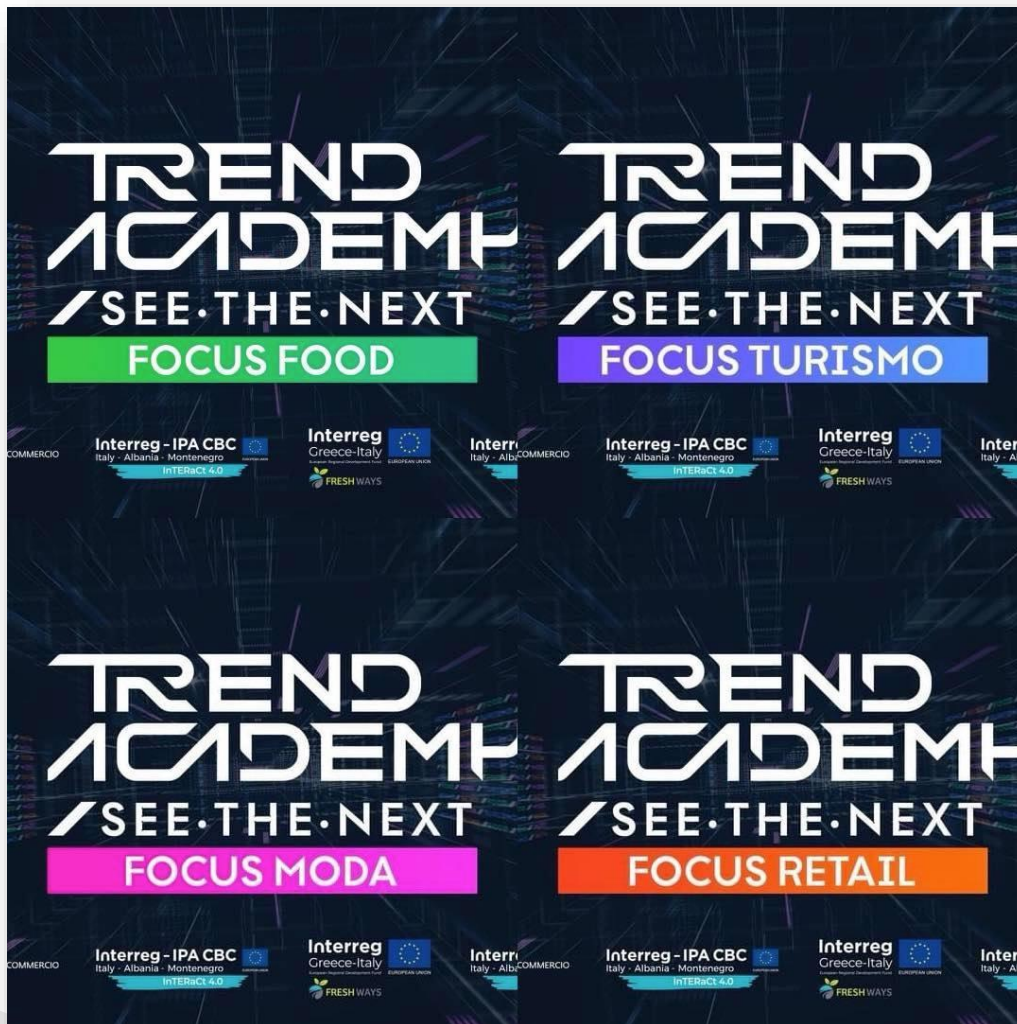
The annual two-day Conference of the Hellenic Association for the deployment of **Intelligent Transport Systems – ITS Hellas** was organised on 14-15 December 2020. Titled, “**6th ITS Hellas Virtual Conference on Intelligent Transport Systems and Developments in Greece**” the conference was held with the support of the European Commission Representation in Greece.

The Conference focused on issues related to the European goals and national aspirations and **efforts for the transition to a sustainable and “green” mobility**. Yorgos Stephanedes, Professor emeritus at University of Patras participated in the conference with the presentation “**Integration of track and trace technologies for mixed use of air transport by passengers and fresh value goods in project FRESH WAYS**”.

For more information: <https://www.its-hellas.gr/>



With SEE THE NEXT more than 1,700 companies experienced “time travel”



A great success for “See the Next”, the Trend Academy was organized by the Chamber of Commerce of Bari, and, with its four focuses transmitted in live streaming, reached an audience of more than 1,700 companies and professionals.

Following a very successful formula, international managers and experts in new trends guided companies and professionals through emerging lifestyles and evolutions in taste and demand in four sectors: **food, tourism, fashion and retail** (May 25-28 / June 1-4, 2021).

A thematic focus was dedicated to each sector and is still available offline:

<https://www.youtube.com/channel/UCwMG2l-84ZFdyCBQJ4DS3tA>



## With SEE THE NEXT more than 1,700 companies experienced “time travel”

*“Offering visions of the future is always the task of institutions,” commented Alessandro Ambrosi, president of the Chamber of Commerce of Bari, “it can guide better the business choices of companies. Today this vocation, given the sudden social changes underway, is a necessary resource, to be put at the service of the community. “See the Next” has been conceived as a sort of time machine. What will we be eating in ten years’ time? What will be the demand in tourism and hospitality? What style will fashion move towards? And finally, what will the shop of the future look like? These are the questions to which we have tried to give a concrete answer.”*

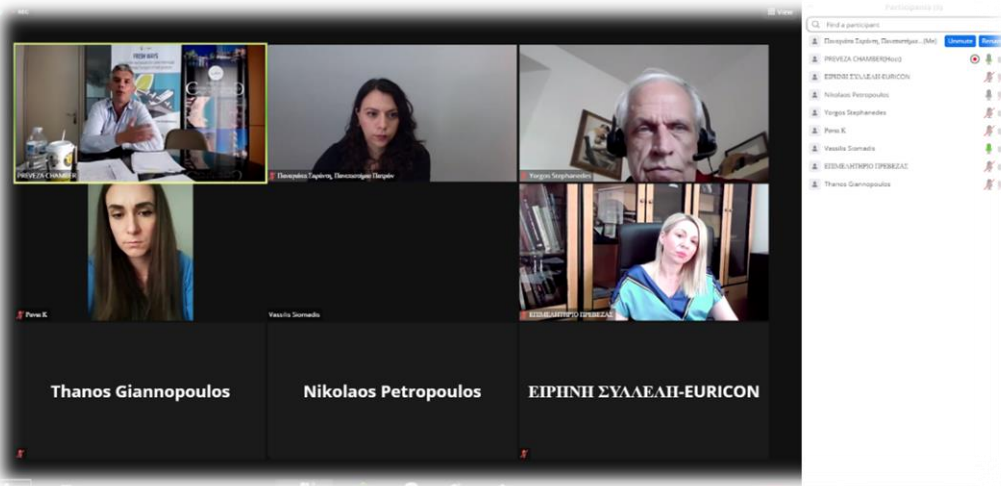
The initiative has been promoted by the Chamber of Commerce of Bari supported by Unioncamere Puglia, Naps Lab, AstraRicerche and Never Before Italia in the framework of the Projects BRE and INTERACT 4.0 funded by the Programme INTERREG IPA CBC Italy-Albania-Montenegro 2014-2020 and FRESH WAYS funded by the Programme INTERREG V-A Greece-Italy 2014-2020.

For further information: [www.seethenext.it](http://www.seethenext.it)

Video Title	Duration	Views	Streaming Status
See the Next - Retail	4:04:57	322 visualizzazioni	Trasmesso in streaming 1 mese
See the Next - Moda	3:57:18	317 visualizzazioni	Trasmesso in streaming 1 mese
See the Next - Turismo	4:01:39	518 visualizzazioni	Trasmesso in streaming 1 mese
See the Next - Food	4:06:24	623 visualizzazioni	Trasmesso in streaming 1 mese

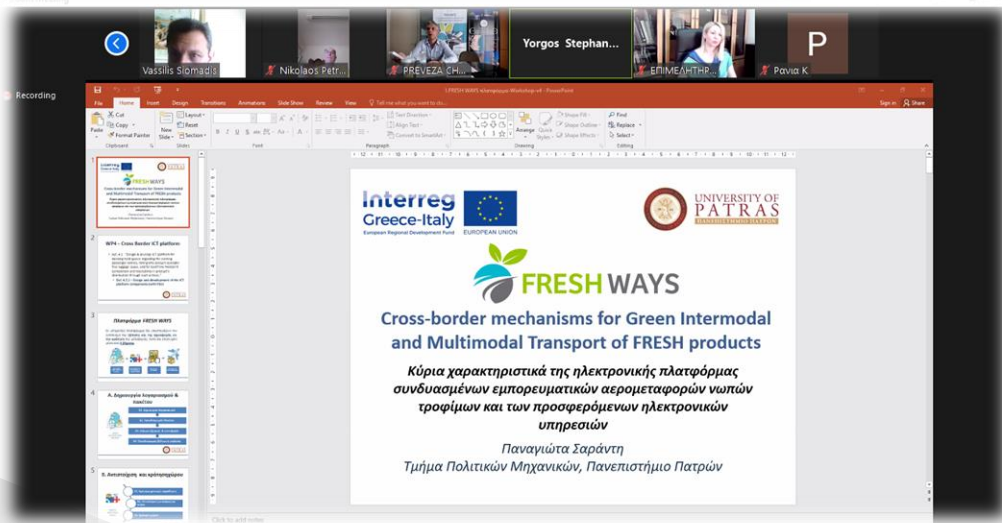


## On-line Thematic Workshop & Open Dissemination Event organised by Preveza Chamber



The **on-line Thematic Workshop and Open Dissemination Event** was organized with great success by Preveza Chamber on Wednesday afternoon on the **7th of July 2021**, in the framework of FRESH WAYS, as **Preveza Chamber** is member of the project partnership.

At the beginning Mr Ioannis Bouris, President of Preveza Chamber, introduced the main scope of the workshop. Then, Dr Yorgos Stephanedes, Professor emeritus at University of Patras - Department of Civil Engineering, and his colleague Ms. Panagiota Saranti presented the background of the project, **the main components of the FRESH WAYS ICT platform** and the provided services as well as the **main opportunities and expected benefits for Preveza and the surrounding area.**





## **On-line Thematic Workshop & Open Dissemination Event organised by Preveza Chamber**

The open dissemination event followed, **aiming at the presentation of the main results of FRESH WAYS project** with the participation among others of Mr Nikolaos Zacharias, the Mayor of Parga, Mr Nikolaos Petropoulos, President of European Regional Framework for Co-operation, representatives of Ioannina University, and local producers of fresh foods who are interested in the project.

The event started with the keynote speech of Mr Ioannis Bouris, President of Preveza Chamber, mentioning **the great interest of the Chamber in the successful realisation of FRESH WAYS project**, as a pilot for the further development of Intermodal and Multimodal Transport in the broader area of Preveza through the proposed creation of an Export Agrologistics Center.

Ms Eirini Sylleli from EURICON Ltd presented details of the FRESH WAYS project. Then, Mr Athanasios Giannopoulos from TREDIT SA presented **the current situation and opportunities of the cross-border area in the field of Intermodal and Multimodal Transport**. Moreover, Ms Panagiota Saranti from University of Patras - Department of Civil Engineering presented the **developed Intermodal and Multimodal Transport Model of Fresh Products in the cross-border area and the ICT platform**.

The event closed with **a round of discussion among the participants highlighting the multiple benefits** that will result for the local economy from the implementation of the FRESH WAYS project.



# On-line Thematic Workshop & Open Dissemination Event organised by Preveza Chamber

**ΔΙΑΣΥΝΟΡΙΑΚΟΙ ΜΗΧΑΝΙΣΜΟΙ ΠΡΑΣΙΝΗΣ ΠΟΛΥΤΡΟΠΙΚΗΣ ΜΕΤΑΦΟΡΑΣ ΝΩΠΩΝ ΠΡΟΪΟΝΤΩΝ**

Το έργο υλοποιείται στα πλαίσια του προγράμματος ευρωπαϊκής εδαφικής συνεργασίας **Interreg V-A Ελλάδα-Ιταλία 2014-20**

**Άξονας Προτεραιότητας 3: Πολυτροπικό Βιώσιμο Σύστημα Λειφόρου Μεταφορών**

**Χρηματοδότηση:** Το έργο χρηματοδοτείται από το Ευρωπαϊκό Ταμείο Περιφερειακής Ανάπτυξης (ΕΤΠΑ) κατά 85% και κατά 15% μέσω εθνικής συγχρηματοδότησης.

**Περίοδος Υλοποίησης:** 31/07/2018 – 31/12/2021

**Μεταφορέας/Carrier**

Interreg Greece-Italy  
EUROPEAN UNION  
FRESH WAYS

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Βλέπει όλα τα αιτήματα για μεταφορά:  
Παραγωγός-Αεροδρόμιο  
Αεροδρόμιο-Καταναλωτής

Φιλτράρει αιτήματα χρησιμοποιώντας πίνακα με βάση το αεροδρόμιο προέλευσης, το αεροδρόμιο προορισμού, την ημερομηνία έναρξης / λήξης

Βλέπει όλες τις πληροφορίες σχετικά με ένα αίτημα μεταφοράς και συμπληρώνει τη φόρμα για να υποβάλει προσφορά

UNIVERSITY OF PATRAS

Participants (15)

George Charalampidis

Sotiropoulos Ioannis

ΑΡΙΣΤΕΙΔΗΣ ΕΞΑΡΧΟΣ

Evangelos Chytis





## Virtual X, the online exhibition of the Chamber of Commerce of Bari

**Virtual X**, the online exhibition of the Chamber of Commerce of Bari dedicated to Puglia-Balkan relations, took place **on 8 and 9 July 2021** on the [www.virtualx.it](http://www.virtualx.it) platform.

What an experience to walk around the booths and stop by **Italy, Greece, Albania and Montenegro** for a **B2B digital interaction** by using advanced **3D technologies!**



In the exhibition, **152 Food, Fashion & Tourism companies from Puglia region** had the opportunity to meet **46 partners from Greece, Albania and Montenegro** for a **B2B event** aimed to give a boost to cross-border relationships. Business and Networking are the Virtual X keywords, with its dense agenda of online meetings, conceived to increase the regional economy and help companies internationalise!

The initiative has been promoted by the Chamber of Commerce of Bari in the framework of the Projects BRE funded by the Programme INTERREG IPA CBC Italy-Albania-Montenegro 2014-2020, Themis and FRESH WAYS funded by the Programme INTERREG V-A Greece-Italy 2014-2020.



## Fifth Project Meeting

The **5th Project Meeting** of FRESH WAYS was organised by Preveza Chamber on **23 June 2021**.

The meeting was on an online platform and all partners participated: Airports of Puglia S.P.A., Chamber of Commerce of Bari, University of Salento, Chamber of Preveza and University of Patras.

Following an overview of the completed activities for all Work Packages, a fruitful discussion reviewed the remaining activities, the time schedule and the role of involved partners.

The Meeting concluded with the next short-term actions and the final decisions for smooth completion of the project.





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Project co-funded by European Union, European Regional Development Funds (ERDF) and by National Funds of Greece and Italy



CAMERA DI COMMERCIO  
BARI



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