

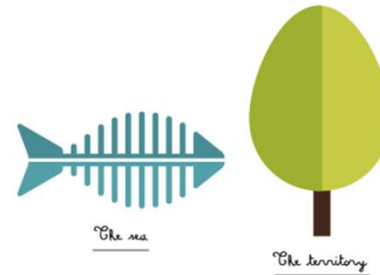


ENHANCING
SUSTAINABLE TOURISM
IN ADRIATIC-IONIAN REGION
THROUGH CO-CREATION

THE ROLE OF UNIVERSITIES AND PUBLIC-PRIVATE PARTNERSHIPS



Adriatic Ionian Region



Wellfood Action

The province of Macerata and its excellences

Lorenza Natali
Chamber of Commerce of Macerata
Civica Enoteca Maceratese, Macerata
15/09/2016

www.wellfoodproject.eu

Macerata: Fascinating Scenery, Hill Towns and Art Treasures

Lorenza Natali

Chief Officer of Chamber of Commerce of Macerata



www.mc.camcom.it

Macerata
15th September
2016



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The project is co-funded by the European Union, Instrument for Pre-Accession Assistance



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Wellfood Action - Evento Regionale

Attività turistiche legate alle pesca: un'opportunità di sviluppo sostenibile per la Macroregione Adriatico-Ionica

16 settembre 2016, ore 15:00 - 16:30

Presso il polo didattico Pantaleoni, Via Armaroli - Macerata



The project is co-funded by the European Union, Instrument for Pre-Accession Assistance



CONTACTS
ferruccio.luciani@regione.marche.it
francesca.perretta@regione.marche.it
www.wellfoodproject.eu

LEAD PARTNER:



Chamber of Commerce of Macerata (IT - Italy)

PARTNERS:



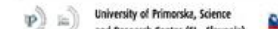
Marche Polytechnic University (IT - Italy)



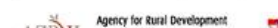
Marche Region (IT - Italy)



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Agency for Rural Development of Istria (HR - Croatia)



Dubrovnik-Neretva Region (HR - Croatia)

The Chamber of Commerce of Macerata

- It was founded in 1811 and in 2011 it celebrated its 200th anniversary. It is a public body that addresses the needs of businesses located in the province of Macerata.
- It establishes a link between government and enterprises and has two principal functions:

➤ **Promotion and Support:**

Valorisation of the
territory

Economic
Research and
statistics

Experiences
and projects in
the agri-food
sector:

Internationalisation
EXIT – special agency

➤ **Public Administration: the Business Register**

The province of Macerata

some key figures

The territory

Main social and
economic features

The main assets

Undergoing shifts: how we are changing



A quick glimpse to the province of Macerata

Situated almost in the middle on the Marches Region, Macerata Province is a sort of embodiment of its scenery and culture.

The province of Macerata embraces the valleys of the Potenza and the Chienti rivers and extends from the Appennines, to the west, to the adriatic coast to east; 2.774 km²; 319.438 inhabitants (115 for km²), distributed in **57 municipalities**.

The western mountaineous part includes a section of the adriatic slope of the Apennine Umbro-Marchigiano (mount Pennino, 1.570 m), with a section of the Sibillini mounts (mount Bove, 2.113 m). The fluvial valleys come down towards the sea separated by cross-sectional spurs; the main centers rise on these hills, in dominant position ("balconies"). The sea coast is characterized by the new seaside resorts founded in correspondence of the inner ancient historical centers.



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Our origins...

The province of Macerata offers the attentive visitor clear traces of settlements starting from the prehistoric era and magnificent examples of gothic and renaissance painting, together with mineral springs with strong beneficial and curative properties. A trip to this land offers mysterious mountain peaks and continuous glimpses of enchanting landscapes, with small villages in the distance, a wealth of history and traditions, churches, mostly Romanesque, decorated with frescoes, footpaths and broad stretches of countryside, with an exceptional abundance of flora and fauna, aromas and curative waters, while the people are silent and hospitable.



Our economy. A few figures.

The main craft traditions from the province relate to the working of leather, paper and wickerwork, the construction and restoration of furniture, terracotta, wrought iron and copper, home-weaving and silverware.

The tertiary has shown a rapid expansion of the commercial and transportation activities principally related to touristic seaside resorts (Porto Recanati, Porto Potenza Picena, Civitanova Marche), hydro-thermal resorts (Tolentino, Sarnano, Penna San Giovanni) and mountain villages (Castelsantangelo sul Nera). Main centers are Civitanova Marche, Recanati, Tolentino, San Severino Marche, Cingoli, Camerino, Corridonia, Potenza Picena and Matelica.

For centuries, and up to the late 1950s, the density of the agriculture population was high in the country side. The local tenant farming system is based on self consumption ; the members of the family do not only work in the fields , but also produce their own consumer goods, such as handcrafting wooden products, weaving, stitching tanned hides, various kinds of handmade objects which are all attitudes and skills conducive to that special model of industrialization peculiar to the Marches region.





A model that strikes its roots precisely in the tenant farming culture and is based on the limited financial means of the families and locals in general. The uniqueness of this system lies in the dispersion throughout the region of productive enterprise, all of which are characterized by their small or medium size and the fact that they are sometimes located in abandoned farm buildings.

Polycentric settlement and widespread industrialization prevailed from the 1960s on paving the way for that “rural urbanization” in which country and city mingle without a clear – cut distinction. This phenomenon can best be seen by travelling through the areas of specialized production. Some of these latter are industrial districts with a specific type of production: for example the so called “distretto della calzatura”, or footwear district where you can find shoe cities filled with laboratories and sales outlet; or the silver district or plastic material district in the area of Recanati and Montelupone.

Shortly the main social and economic features

- Strong social cohesion but also a social community in profound transformation
- Small territory but very rich in terms of identity, traditions, culture, arts, history, craftsmanship, labour force and strongly committed entrepreneurs
- Economic system based on micro (less than 10 headcount) and small companies (less than 50 headcount), mainly family managed
- Many good examples of successful companies and world market leaders
- Strong concentration on manufacturing activities
- Production system organised in industrial districts
- Strong commitment towards innovation, but always keeping an eye towards tradition, environment and social implications



The main assets

- Very high quality of life
- Strong family ties (es. in business, in childcare, in care for the elderly, in financial support)
- Growing commitment in pursuing environmental sustainability
- A very rich natural, cultural and artistic legacy
- Low level of unemployment
- Very well spread and dynamic entrepreneurial activities
- Good presence of our companies on international markets
- High potential of development in tourism for market niches

Undergoing shifts. How we are changing...

- Diversification process: from strong concentration on footwear industry to more diversified activities (food, electro-mechanical, plastic transformation, personal and professional services)
- Slowly from industry based to service based economy
- From local production districts to globalised ones
- Growing importance of the European dimension
- Very relevant recent immigration phenomenon
- Ageing and multiethnic population
- Increasing higher education among young people
- Enlarging labour force through the incoming of foreign workers and more working women



Food, attractions and outdoor activities

There are numerous traditional dishes and products, starting with mountain products such as truffles, mushrooms, cheese, cured meats, game, lamb and traditional pulses, to the celebrated high-quality products from the hills, such as wines, extra-virgin olive oil and beef from Marchigiana cattle, to conclude with fish soups and the infinite variety of fish dishes made with the products of the Adriatic Sea. There is a wide range of opportunities for sport, from horse-riding to trekking in the equipped areas, archery and canoeing. An infinite land , embraced by the peace of centuries.



Camera di Commercio
Macerata

*The temple of music in Macerata is the **Sferisterio**, which was originally a sports arena that was transformed into an outdoor venue for opera that can be compared to the Arena in Verona.*

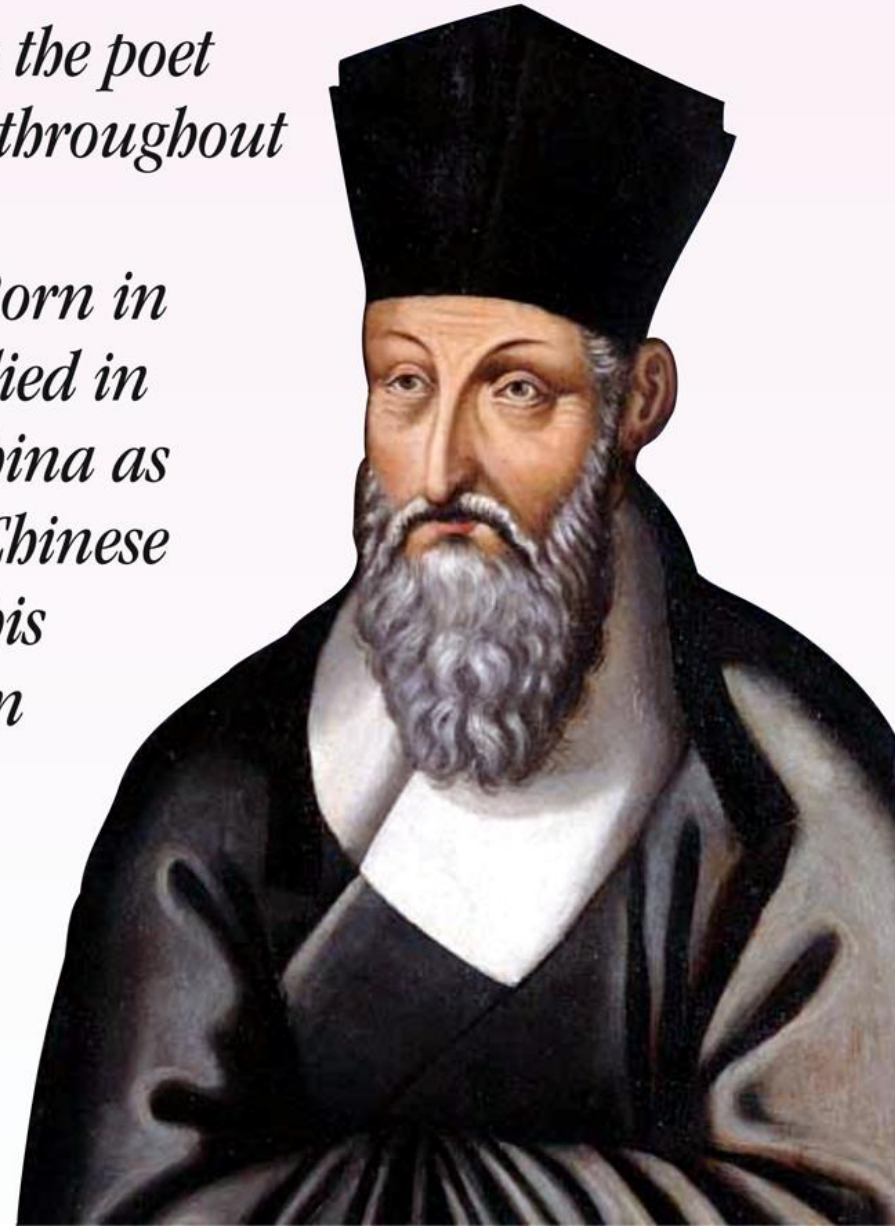
Sferisterio is the most representative monument in the city, and certainly the loveliest of the many frontons in the Marches, Umbria and Tuscany.





***Matteo Ricci** may not be as well-known as the poet Leopardi among Italians, but he is famous throughout the world.*

*He was a great Jesuit missionary who was Born in Macerata on the 6th October 1552 and he died in Beijing on the 11th May 1610. Known in China as **Li Ma Du**, Ricci was able to introduce the Chinese culture to the Western countries, to spread his knowledge of science in China and the main Catholic believes. While he was in China, Ricci draw geographic maps, built clocks and published various translations for the emperor. He is still considered one of the leading wise men in Chinese history.*



Demografia Imprese Open Data Explorer



Imprese
Attive

Cartogrammi
CHOROPLETH MAPS

Iscrizioni e
Cancellazioni

Procedure
Concorsuali

Persone
Attive

Metadati
DCAT-RSS



Keywords

- ▶ Opendata Datacube
- ▶ Opendata JSON-stat



DCAT

APPLICATION
PROFILE FOR
EUROPEAN
DATA PORTALS

Demografia Imprese Open Data Explorer



- Imprese Attive**
- Cartogrammi**
CHOROPLETH MAPS
- Iscrizioni e Cancellazioni**
- Procedure Concorsuali**
- Persone Attive**
- Metadati**
DCAT-RSS

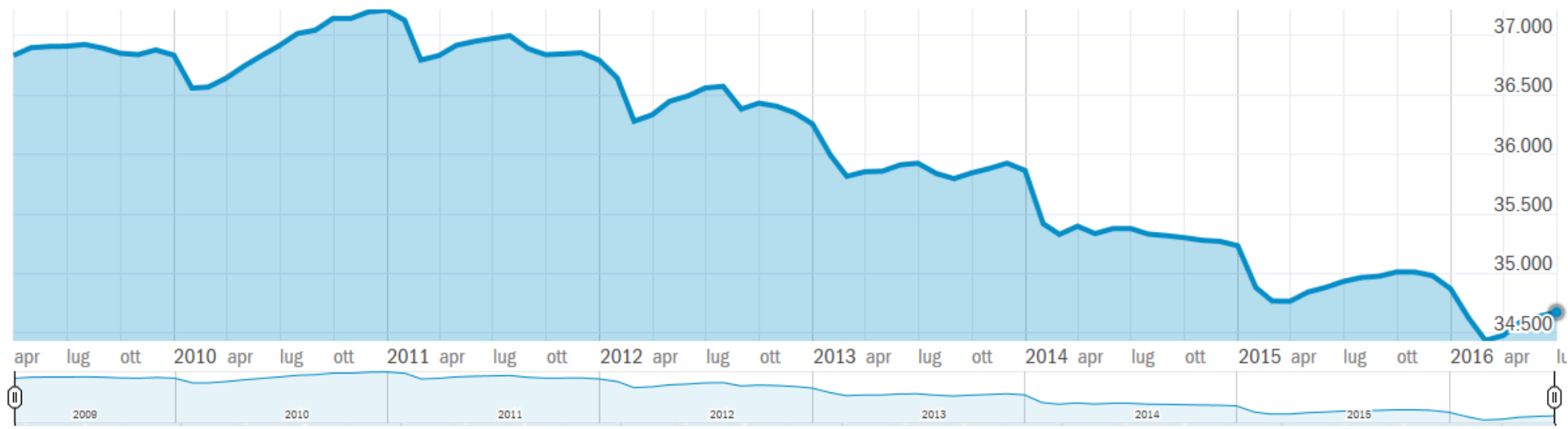
[CSV](#) [JSON stat](#) **Stock Sedi di Impresa Attive in Italia per Territorio (Province e Regioni), Settore di Attività Economica (Ateco 2007) e Tempo (Frequenza Mensile, Valori fine periodo)** [Esplora il DATASET](#)

Seleziona il Territorio:

Stock Imprese Attive

Settore Ateco:

Zoom: [3m](#) [6m](#) [1y](#) [max](#) Value : 34.675 | 30 giugno 2016



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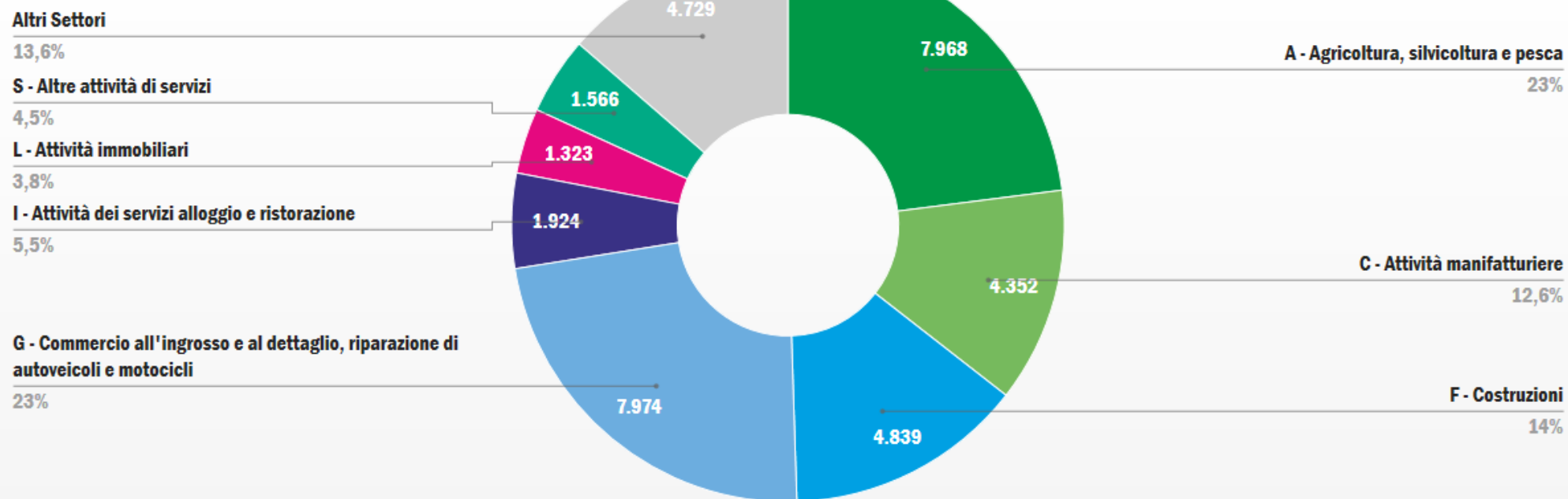
Stock Sedi di Impresa Attive in Italia per Territorio (Province e Regioni), Settore di Attività Economica (Ateco 2007) e Tempo (Frequenza Mensile, Valori fine periodo)

Esplora il DATASET

Seleziona il Territorio:

Composizione per Attività Economica

Data:



Demografia Imprese Open Data Explorer



Imprese Attive

Cartogrammi
CHOROPLETH MAPS

Iscrizioni e Cancellazioni

Procedure Concorsuali

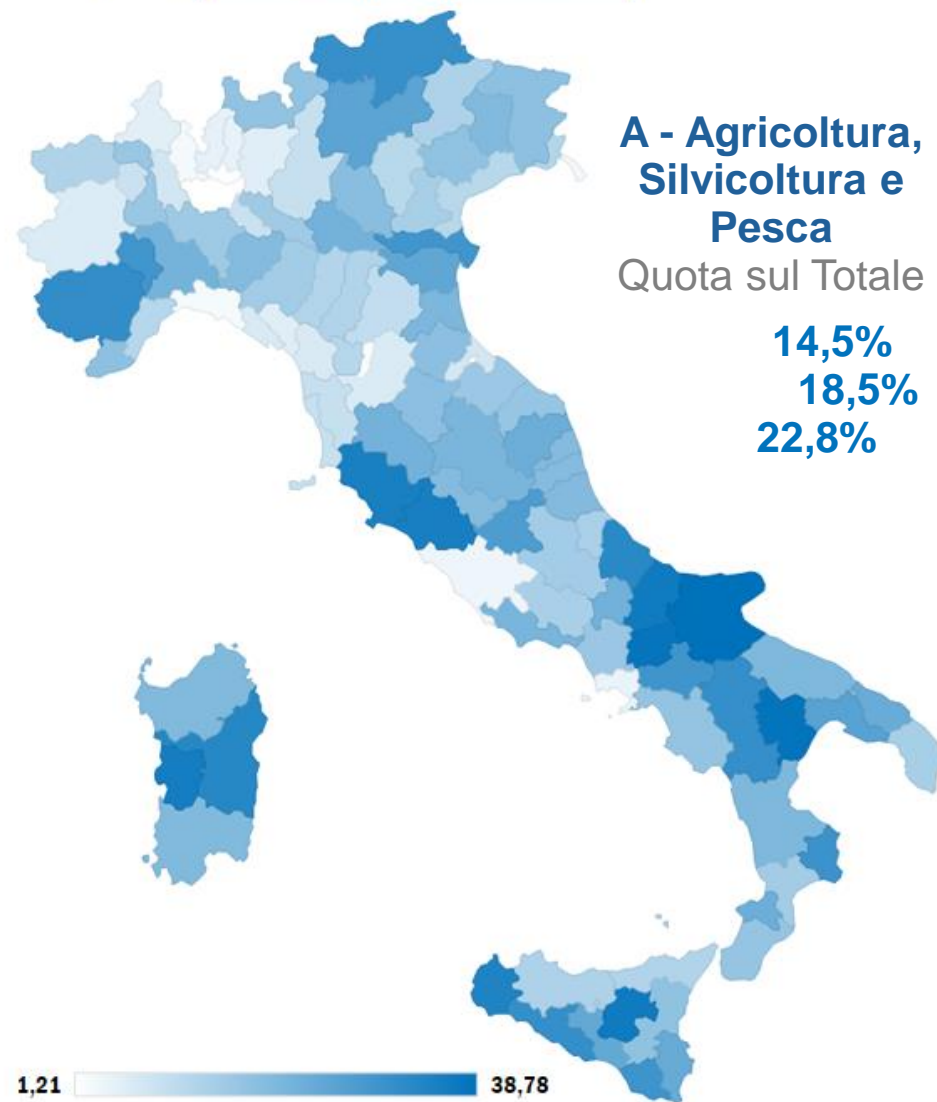
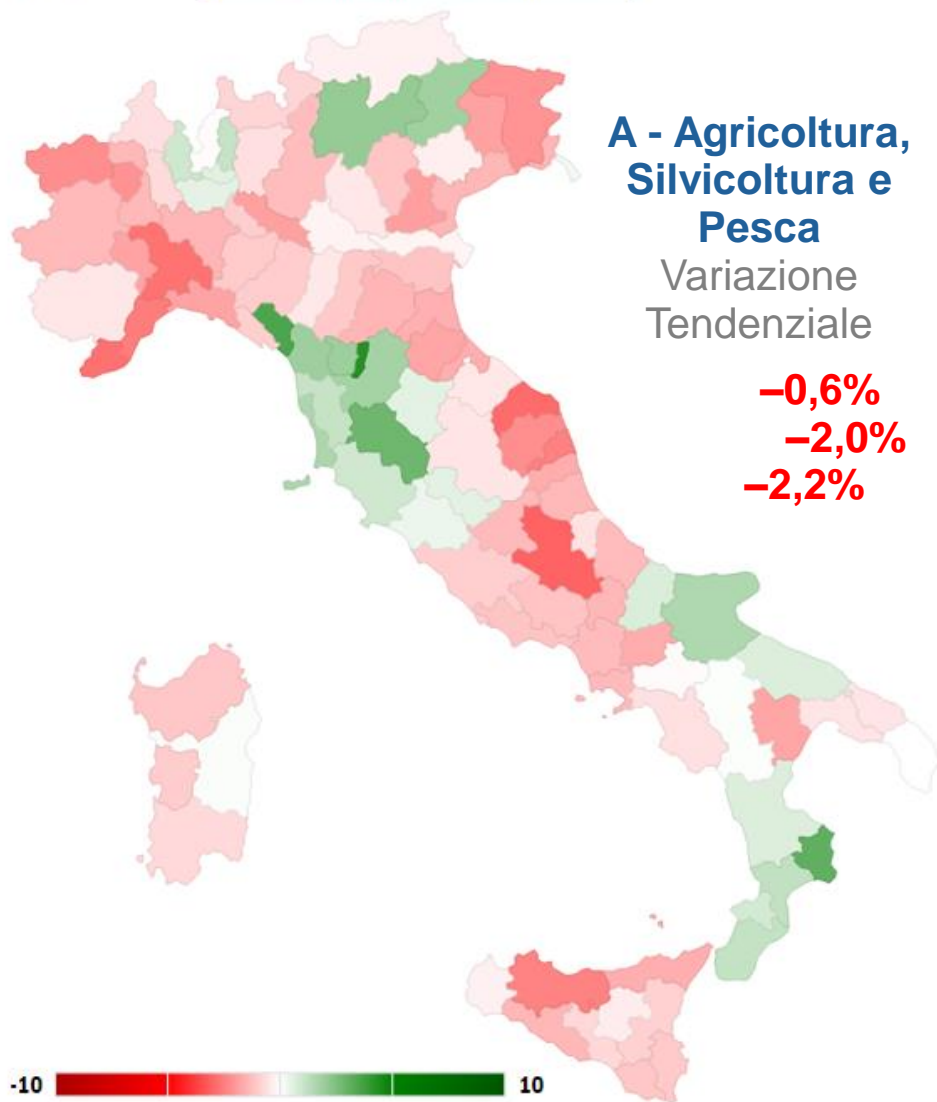
Persone Attive

Metadati
DCAT-RSS

Stock Sedi di Impresa Attive in Italia per Provincia e Settore di Attività Economica (Ateco 2007) - Variazione % Tendentiale e Quota sul Totale delle Imprese Attive

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Demografia Imprese Open Data Explorer

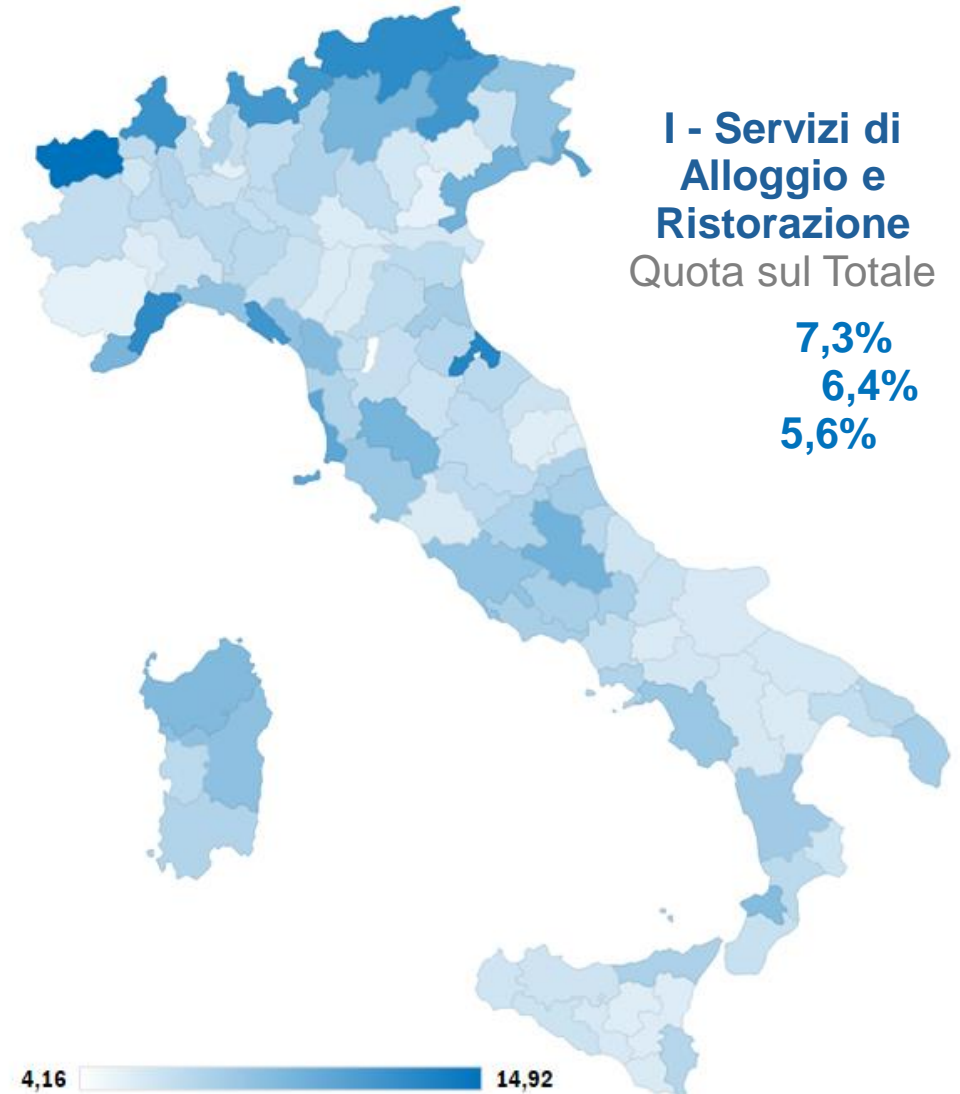
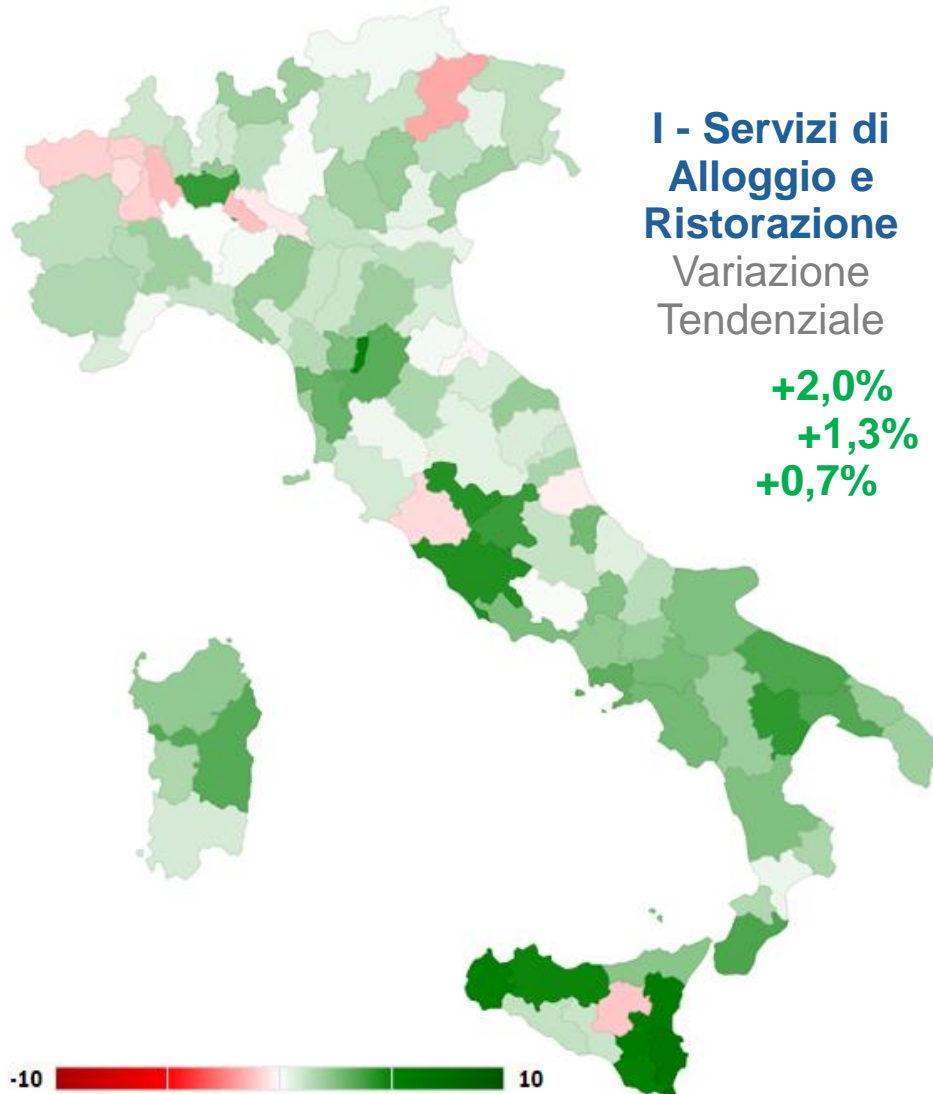


- Imprese Attive**
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DCAT-RSS

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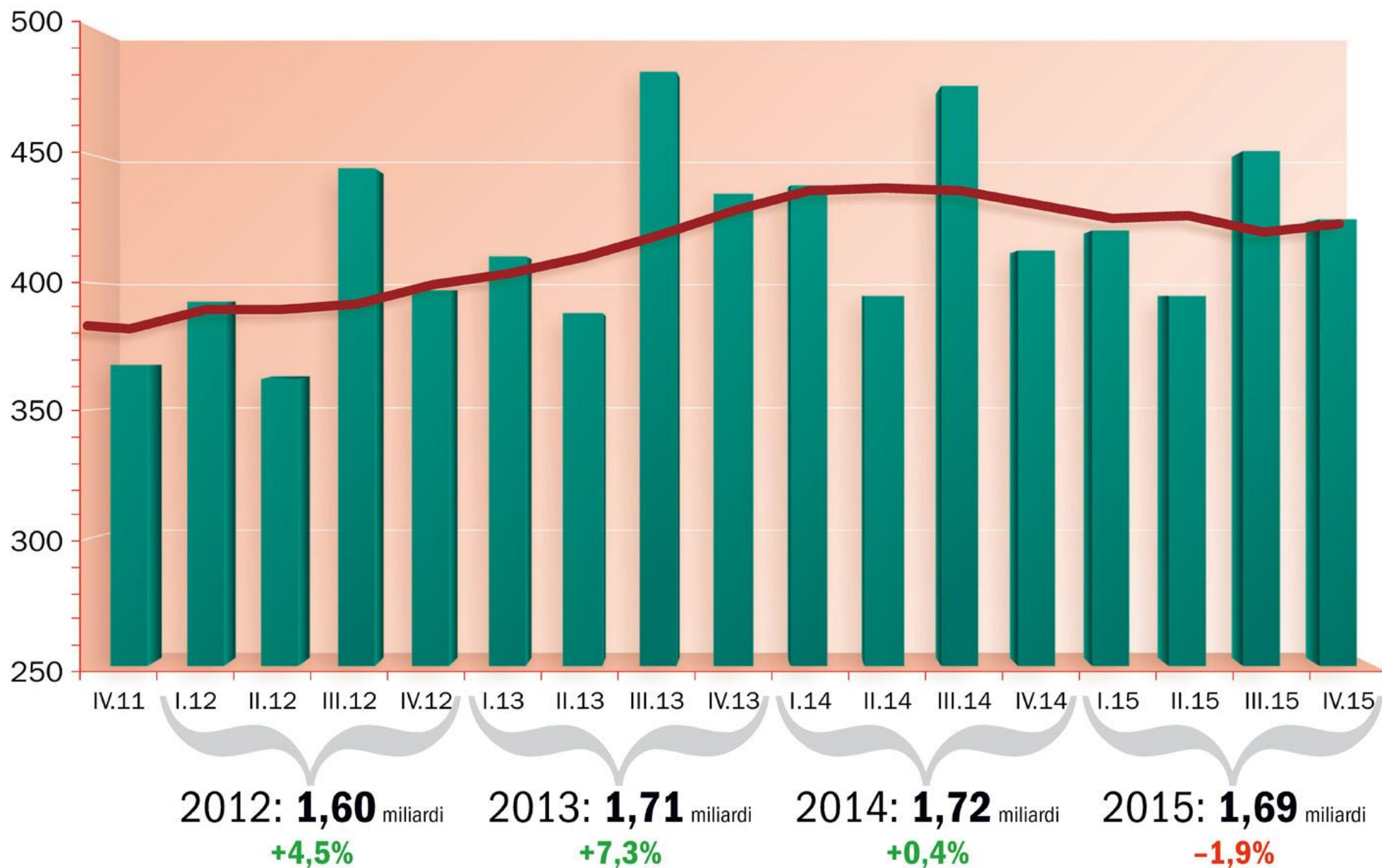
Settore Ateco:



Provincia di Macerata

Esportazioni per trimestre (valori assoluti in milioni di euro)

Media mobile dei quattro trimestri terminanti in quello indicato



Provincia di Macerata

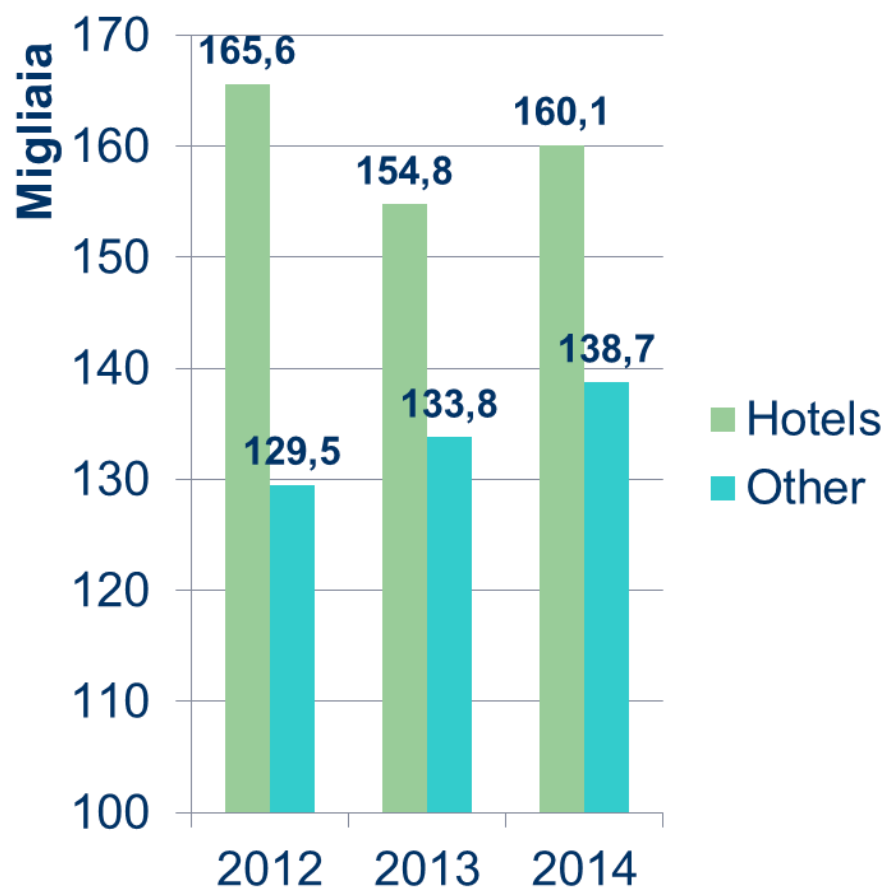
Esportazioni: Paesi di destinazione - Fonte: Istat

Paese di Destinazione	Valore Esportazioni (milioni di euro)						Variazione Tendenziale (%)					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
Francia	127	144	155	166	146	124	19,7	13,6	7,6	6,6	-11,6	-15,2
Germania	141	168	156	156	167	161	3,8	19,1	-7,1	0,2	6,8	-3,6
Regno Unito	88	89	100	106	106	99	14,6	1,1	12,6	5,8	-0,5	-6,5
Spagna	81	79	75	81	73	72	8,7	-2,4	-5,4	8,0	-9,9	-0,9
Belgio	50	47	50	49	50	49	9,1	-5,2	6,7	-2,3	2,4	-2,2
Svizzera	32	38	42	56	59	58	-4,4	16,2	12,5	32,5	5,9	-2,3
Polonia	40	45	46	52	64	65	1,5	11,0	2,7	13,6	22,0	2,0
Romania	84	108	104	99	106	87	35,6	29,4	-4,1	-5,0	7,6	-18,6
Russia	138	105	116	133	107	86	61,9	-24,2	11,0	13,9	-19,3	-20,0
Stati Uniti	41	43	46	54	70	78	14,3	5,7	6,6	18,1	29,3	11,7

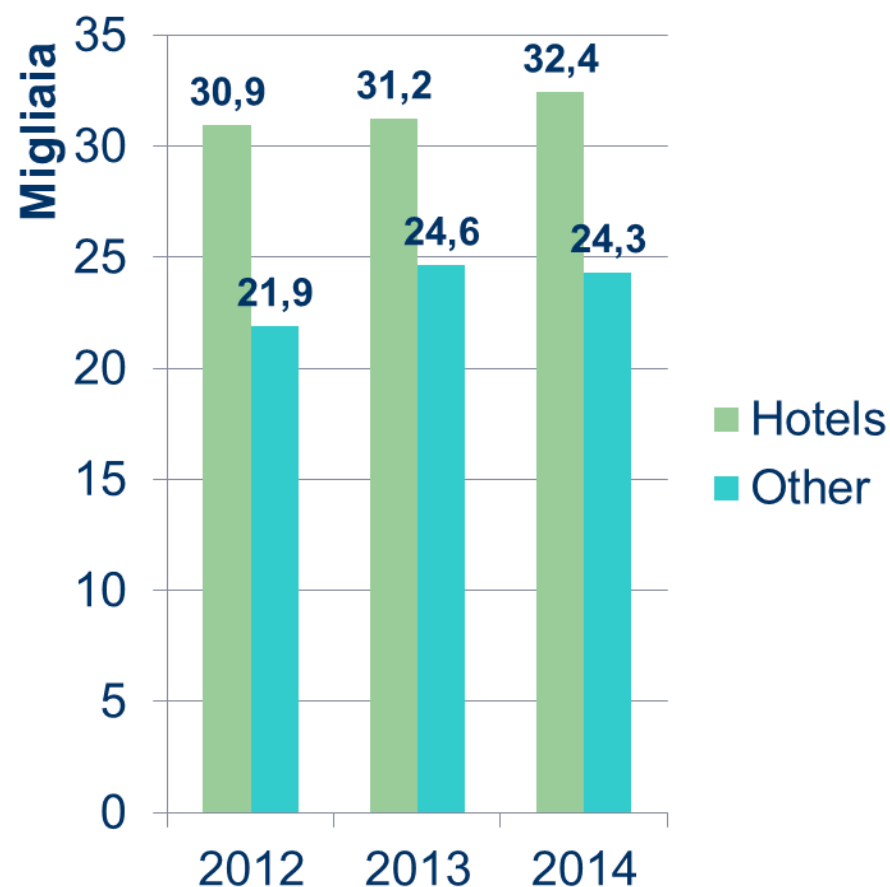
Provincia di Macerata Esportazioni: Merce - Fonte: Istat

Merce	Valore Esportazioni (milioni di euro)						Variazione Tendenziale (%)					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
Tessile, Abbigliamento e Calzature	702	742	772	814	792	713	16,0	5,7	4,0	5,5	-2,8	-9,9
Apparecchi elettrici	107	125	130	152	147	175	11,4	17,5	3,8	16,7	-3,6	19,6
Macchinari ed apparecchi n.c.a.	110	102	120	134	150	168	10,5	-7,3	16,9	12,1	12,1	12,1
Acidi inorganici e perossidi	121	133	127	125	123	121	21,1	9,3	-4,4	-1,1	-2,1	-1,1
Sostanze e prodotti chimici	80	95	108	122	121	109	14,2	18,3	14,3	12,7	-0,4	-9,8
Metalli di base e prodotti in metallo	68	73	73	80	87	76	21,4	7,4	0,4	9,7	8,9	-12,4
Mobili	54	56	56	65	72	76	2,3	2,1	1,5	15,6	10,5	5,7
Giocchi e giocattoli	42	40	43	47	50	55	19,1	-3,2	7,7	7,7	6,5	9,6
Computer, apparecchi elettronici ed ottici	27	31	32	43	45	53	16,4	14,1	3,3	36,3	4,8	16,7
Prodotti di ceramica, vetro e metallo	41	39	34	30	32	39	22,6	-5,0	-12,5	-13,2	8,7	20,0

Arrivals of Italians

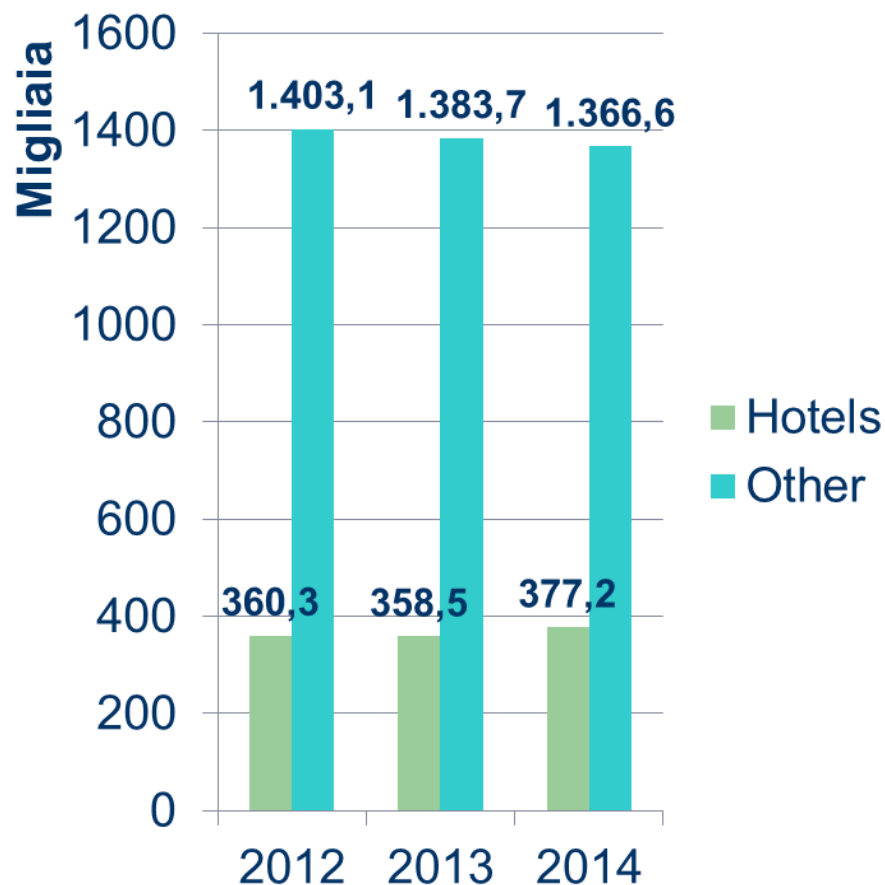


Arrivals of foreigners

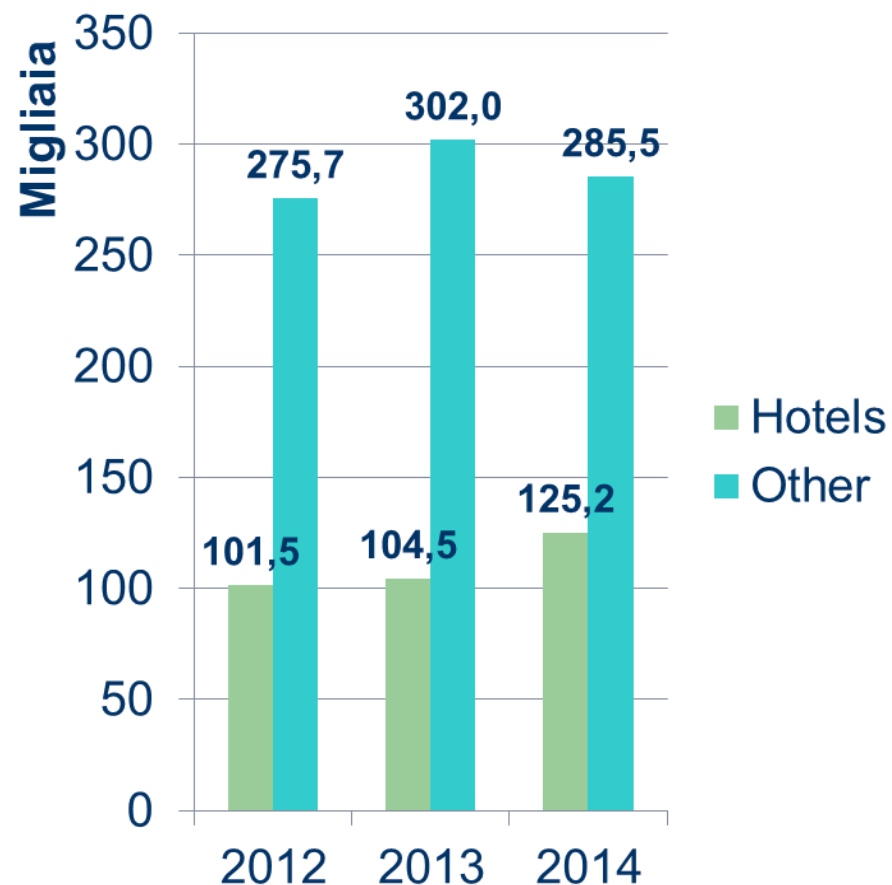


Presences = total number of nights

Presences of Italians



Presences of foreigners





CIVICA
ENOTECA
MACERATESE

CEM Civica Enoteca Maceratese

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- **What is it:** it is a typical structure to enhance and upgrade the historic center of the city, to develop the tourist image of our land, linking also through cultural events the promotion of local productions.
- The Civica Enoteca Maceratese, was born thanks to the work of the Chamber of Commerce of Macerata, in close collaboration with the Municipality of Macerata and the Province of Macerata, the 12th of June 2012.



Set in the principal street of the centre of the town, the Civica Enoteca Maceratese is managed by EX.IT, Special Agency of the Chamber of Commerce of Macerata; it aspires to be the space and the home of everything related to the sectors of wine and food excellences.

This in response to the needs and demands of consumers who always want to know more about the quality, availability and origins of products. Visiting this space the tourist will be involved in an emotional circuit based on knowledge, visualization and sensory tasting of the best products and will be informed about the points of contact with the producers in our land.



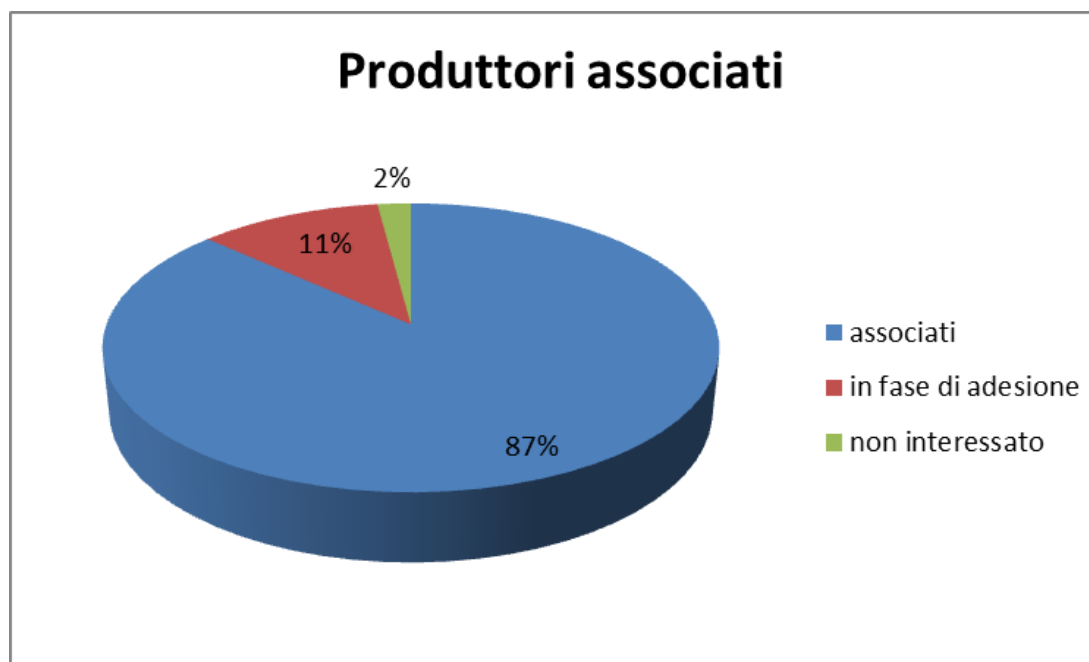


ACTIVITIES:

- exposure of excellent wines, wine, food and crafts of the area Macerata;
- organization of events for the promotion of excellence in winemaking, wine, food and crafts of the area Macerata; tasting and sensorial analysis of products; showcooking; tv shows; public competitions for wine lovers and passionate;
- Studies and researches on the wine industry, wine, food and craft of excellence;
- training and information;
- publishing center of documentary collection of texts and magazines, publication of volumes dedicated to the culture of wine and food excellence;
- No commercial activities

Associated companies

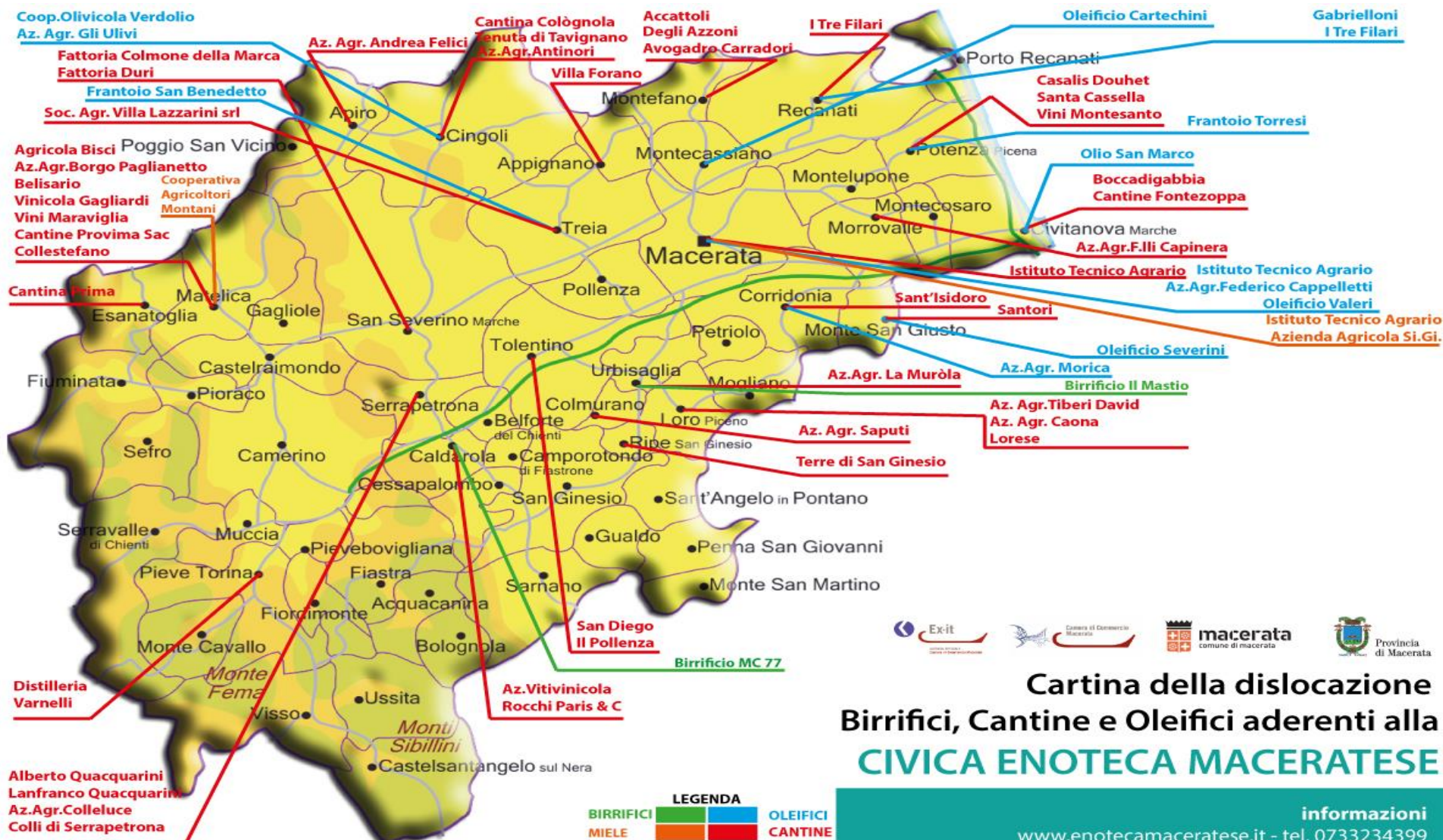
- **47** Wine producers in Macerata;
 - ⇒ 40 producers are associated by 31/12/2015
 - ⇒ 5 producers will be associated by 2016
 - ⇒ 2 are not interested
- Therefore, 84% of producers are actually associated, 4% are not interested, 11% will be associated by the end of the current year



Associated companies

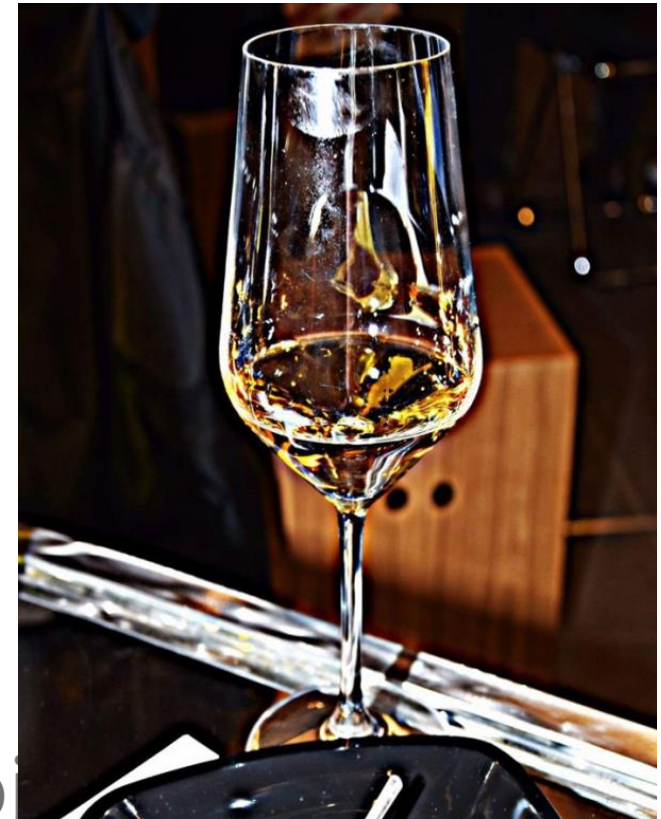
- **40** Olive oil producers in Macerata are 40. By 31/12/2015 14 producers are associated (35%).
- **2** Distillates producers in Macerata. 1 producer is associated (50%).
- **3** Producer of «vino cotto» in Macerata . They all are associated (100%).
- **2** Micro-bear producers in Macerata. They all are associated (100%).
- **more than 200** Beekeepers in Macerata. The Union of mountain beekeepers of Matelica is associated with all his producers, more than one hundred.

- The Wine territory in Macerata: a treasure to be discovered!



Wine classification: docg + doc + igt

- Vernaccia di Serrapetrona docg
- Verdicchio di Matelica Riserva docg
- 7 doc and many igt follow to the docg: Verdicchio di Matelica
 - -Esino
 - -Colli Maceratesi Ribona
 - -Rosso Piceno
 - -Serrapetrona
 - -I terreni di San Severino
 - -San Ginesio





- In the last year of activities there were more than
- 10,000
- people who visited
- Civica Enoteca Maceratese



The old and genuine flavours of Macerata province

**The products and dishes of Macerata cuisine
come from the land and reveal the scent,
character and colours of the land**

**Macerata Province boasts a range of wine and
food that is among the most abundant and varied
in Italy and has remained faithful to the simple,
genuine flavours of its “rustic” and popular
tradition, as the heritage of tenant farming
microcosm that for centuries left its mark on local
agriculture.**



Free ranging and pedigree animals

The rural traditions arrive as far as
the tables of such an elegant,
sophisticated city as the provincial
capital, Macerata

Macerata style chicken (pollo alla
maceratese)

chicken and rabbit in potacchio
duck

pig and porchetta

beef: the Marchigiana Gentile



A gastronomic trademark: brodetto, the historic Adriatic fish soup

it was the traditional Adriatic fishermen's dish

**the ingredients are very simple: oil, garlic, onion,
tomato, the smaller fish that remained after selling
the day's catch, accompanied by mollusks and
crustaceans**

in Porto Recanati wild saffron is added

**you should also try the sauté of clam and tellin, the
grilled sole and frittura di paranza (mixed fish fry)**



Genuine pasta and vegetables

**another symbol of home style genuine food is the
fresh pastaa mainstay in Macerata cuisine**

**tagliatelle and vincisgrassi
pinciarelli
maltagliati
tagliulì pelusi
frascarelli
cannelloni**

**and vegetables ... artichokes, potatoes, peas,
legumes**

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Traditional sweets and desserts

**anise is a distinctive flavour, used in biscuits,
ciambelloni and cicerchiata**

**nowadays sweets can be bought any time, but in the
past many were made only for special occasions or in
certain times of the year**

carnival: scroccafusi and cicerchiata

christmas: fristingo pan nociato

easter period: cargiù

**corn flour is used in many recipes, especially in the
mountains**



The project is co-funded
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Ciauscolo, a salami spread

the indisputed king of Marche sausages!

It is so soft that it is not cut into slices but it is spread onto bread or on crescìa al formaggio (waffel made of bread dough)



VERDICCHIO OF MATELICA DOC and DOCG original in Esino valley.

The high Esino Valley gives two particular situations for which the Verdicchio grapes grown in this area developing unique characteristics: first the continental microclimate, the second is the soil structure, whose geological age is very ancient. So you will find in final product a large storage of aromas, together with the conservation of acidity, minerality and savory flavour, wines which has great potential to age, therefore to be elegant.



VERNACCIA DI SERRAPETRONA SPUMANTE is a DOCG (guaranteed quality) wine, whose production is possible in a very limited area, around the villages of Serrapetrona, Belforte del Chienti and San Severino Marche, all in the Province of Macerata. That area is characterized by a continental climate with high daily temperature and a clay ferritic soil. In Italy it is an unique wine. Another kind of Vernaccia grows in other regions, such as in Tuscany in Sardinia and in Liguria. But only on the high hills of Serrapetrona grows the red grapes Vernaccia. Between mid-October and early November grapes are harvested, after a previous selections, most of them are hung on to dry in a ventilated room until February. This is spectacularic to admire. After three fermentations it results a sparkling unique wine. A wine with aroma of ripe fruit in addition to the aromas of flavors, and the typical final of pepper. It exists in the type DRY or SWEET.



COLLI MACERATESI DOC

Doc Colli Maceratesi can be white, red, sparkling and sweet.

The white wine is derived from grapes mainly Maceratino.

It probably derives from Greek vine, The wine Colli Maceratesi Bianco is straw-colored with greenish reflections and usually expresses lively flavor and freshness. The base of the Colli

Maceratesi rosso is Sangiovese. Unlike Maceratino, the Sangiovese grape is known throughout the world thanks to Chianti and Brunello di Montalcino. The Sangiovese characterizes our wine with a ruby red color, aromas of violets and small red fruits and a harmony donated by a careful vinification..



MARCHE IGT

These kinds of wines are red or white, growing around the entire province. The original cultivars of this province have mainly Italian roots. Trebbiano, Malvasia, Grechetto, Sangiovese and Montepulciano vines. But Napoleon III, who came in possession of land in Macerata, planted here the most noble grape varieties of France, such as chardonnay, sauvignon blanc, cabernet sauvignon, cabernet franc, merlot, pinot noir. Through these wines, produced with care for the earth, for the vineyard, and careful harvesting and vinification, you can feel some typical characteristics of our land, our agriculture, and imagine the natural way of villages, little castles and history, handicrafts and culture.

OLIVE PRODUCTION

In the context of current Italian olive growing, there are two basic types, defined olive growing in marginal areas and olive growing in suitable areas.

The production of oil from olives produced in the areas of Macerata belongs to suitable areas, thanks to orographic and climate situation. Therefore, and because of the typical characteristics of the cultivar, many producers receive the DOP (denomination of protected origin).

The extra virgin olive oil in Macerata, is normally obtained from the mixture of different varieties of olives, Leccino and Frantoio are the most popular. Added to these in changing percentages, Mignola, Piantone di Mogliano, Coroncina, Orbetana, and Ascolana.

Even if there is a growing trend to produce extra virgin olive oil obtained by pressing monocultivar, that means a single cultivar of olives, this to appreciate the particular characteristics of each variety.



**Come and discover our territory
through a glass of wine!**

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**Thanks
for your
attention!**

www.wellfood.com

