

# University of Primorska Local Event in Koper

Dissemination Local Event 2017 June 15<sup>th</sup>

## iBLUE Newsletters

### PREVIOUSLY

InnoBlueGrowth  
capitalization event -  
Marseille, October, 11h -  
12<sup>th</sup>

### WHAT'S HOT

Dissemination Local Event

### COMING SOON

Thematic Seminar in  
Albania.

The local presentation of the project organized by the University of Primorska in Koper took place in June 15<sup>th</sup>, 2017 in Koper at 11.00 a.m.

The event was organized by Prof. Roberto Biloslavo, Project and Scientific Coordinator representing the University of Primorska.

The agenda was organized with the following speeches:

**Dr. Roberto Biloslavo, Faculty of Management, University of Primorska** - iBLUE project presentation, focusing on topic (yachting sector and business models), objectives, expected results and outputs

**Dr. Maja Uran Maravi, Faculty of Tourism, University of Primorska** - Characteristics and needs of the yachting tourism in Slovenia

**Dr. Jurij Korenc, Head of the Yachting Industry Association of Slovenia** - Needs, trends and challenges for the yachting sector development in Slovenia and in the MED Area.

This event represented the first step for disseminating the project in Slovenia and for reaching target groups and stakeholders at local level for involving them during the scientific activities.



*iBLUE Project Presentation by Roberto Biloslavo*

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Characteristics and needs of the yachting tourism in Slovenia by Dr. Maja Uran Maravi

After the event, Prof Biloslavo was interviewed during the local TV evening news for locally disseminating the iBLUE Project by the media.

Please, to see the interview in Slovenian click here:

<http://4d.rtvsllo.si/arhiv/primorska-kronika/174477279>

(Prof. Biloslavo's interview starts at 0:05:10).

Additionally, on the 10th of July 2017, the project was presented at the conference "Modro z modrim" (Wisely with the Blue) where different project concerning the maritime area in Slovenia were presented in order to improve awareness and establish potential new networks or partnerships.

<http://izola.si/medijsko-sredisce/novice/modro-z-modrim/>



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