



SMITour

**Interreg
Euro-MED**



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SMITour | SMart Industrial Tourism in the Mediterranean Final Conference in Rijeka, Croatia | 11 November 2025

LOCATION: Rijeka (Faculty of Economics and Business in Rijeka, Anex, Ivana Filipovića 4, 51000 Rijeka,
Faculty of Economics - Google Maps)

Agenda

- **9.00 - 9.30** **Registration of participants - welcome Coffee**
- **9.30 - 9.45** **Opening of the Conference**
 - **Saša Drezgić**, dean of the EFRI - University of Rijeka, Faculty of Economics and Business
 - **Damir Krešić**, managing director, Institute for tourism Zagreb
 - **Vinko Zaninović**, SMITour EFRI representative
- **9.45 - 10.15**
 - **Axel Rodriguez Garrote**, Interreg Euro-MED Programme representative (online)
- **10.15 - 10.30** **The SMITour project - Industrial Tourism in the Mediterranean**
 - **Paolo Guarnieri**, Project Manager - Municipality of Prato, Italy (SMITour Lead Partner)
- **10.30 - 10.50** **Keynote speech 1:**
 - **“Industrial heritage through Art&Science Lenses”- Virtual Hartera**
Vedrana Mikulić Crnković - Associate professor & leader of the project FASIH - Future Art and Science Industrial Heritage, University of Rijeka
- **10.50 - 11.10** **Keynote speech 2:**
 - **“Valorization of industrial heritage in Rijeka through tourism and culture” - Art kvart & Sugar Factory Palace** - **Daria Dadić** - Museum guide, City Museum of Rijeka
- **11.10 - 11.30** **Coffee break**
- **11.30 - 12.30** **Smart Industrial Tourism: Linking Innovation, Heritage and Destinations**
 - **Damir Krešić**, Institute for Tourism, Zagreb, Croatia
 - **Takis Lybereas**, Hellenic Clothing Association, Greece (SMITour partner)
 - **Petra Gregorc**, eZavod, Slovenia (SMITour partner)
 - **Eudald Serra and Ester Prat**, XATIC, Catalunya (SMITour partner)
 - **Filippo Guarini**, Textile Museum of Prato, Italy (SMITour partner)
 - **Ioannis Mardikis**, Dialogue4Tourism (D4T) project

Moderator: Álvaro Lopes Dias, ISCTE, Portugal (SMITour partner)

- **12.30 - 12.50** **The SMITour Strategy for the development of Smart Industrial Tourism in the Mediterranean**
 - **Nagore Uresandi**, CEO at IN2destination, external expert for the Municipality of Prato, Italy
- **12.50 - 13.00** **Presentation of SMITour storytelling video**
 - **Francesco Bolli**, Textile Museum of Prato, Italy (SMITour partner)
- **13.00 - 14.00** **Lunch**