



University of Donja Gorica



Ministry of Agriculture and
Rural Development

Lowering Regional Inequalities through Sound Agricultural Policy, Branding and Promotion

Date: 21 November 2018
Place: Hotel Podgorica, small hall
Working language: English

A G E N D A

10.00 – 10.15	Introductory remarks by Ms. Jovana Drobnjak, project coordinator Short description about the project and the goal of Delicious Montenegro
10.15 – 10.30	Ms. Amra Šabanić, Ministry of Agriculture and Rural Development Topic: Montenegrin agriculture and lowering regional inequalities. How to foster investment and growth in Norther region of Montenegro
10.30 – 11.30	Mr. Francesco Prota Topic: Regional Development policy and how to lower regional inequalities through agricultural promotion and branding, examples of respective experiences (Puglia region)
11.30 – 11.45	Coffee brake
11.45 – 12.30	Mr. Francesco Prota How agricultural producers can benefit from clusters and cooperatives. Market integration of small scale agricultural producers

Smanjenje regionalnih nejednakosti kroz održivu poljoprivrednu politiku, brendiranje i promociju

*Datum: 21. novembar 2018.
Mjesto: Hotel Podgorica, mala sala
Radni jezik: Engleski*

A G E N D A

10.00 – 10.15	Uvodne napomene g-đa Jovana Drobnjak, koordinator projekta Kratak opis projekta i cilj Ukusne Crne Gore
10.15 – 10.30	Obraćanje g-đe Amre Šabanić, Ministarstvo poljoprivrede i ruralnog razvoja Tema: Crnogorska poljoprivreda i smanjenje regionalnih nejednakosti. Kako povećati investicije i razvoj u sjevernom regionu Crne Gore
10.30 – 11.30	g-din Francesco Prota Tema: Politika regionalnog razvoja i način smanjenja regionalnih nejednakosti kroz poljoprivrednu promociju i brendiranje, predstavljanje iskustava (region Pulja)
11.30 – 11.45	Kafe pauza
11.45 – 12.30	g-din Francesco Prota Kako poljoprivredni proizvođači mogu imati benefita od klastera i kooperativa. Tržišna integracija malih poljoprivrednih gazdinstava

About DELICIOUS MONTENEGRO



Paradoxically, in a globalizing world even small differences are becoming increasingly significant in the development of local economies; therefore, a place-based approach, which attempts to capitalize on distinct local characteristics defining a particular place, seems the most appropriate to promote economic growth in these regions.

Territorial assets include cultural heritage and historical traditions as well as natural resource amenities. In particular, food is a major element of intangible heritage. Moreover, the presence of creative activities characterizes not only large metropolitan centres but also more peripheral areas.

Promoting linkages between agri-food, tourism and the creative industries is exactly the idea at the heart of 'Delicious Montenegro', a collective brand and web platform developed by UNIDO, now owned and further developed by Foundation for freedom and entrepreneurship, to promote market access of Montenegro's typical products and improve the visibility of Montenegro as an attractive tourism destination. Because of the important linkages between food, tourism and the cultural and creative industries, it is important to develop an integrated, holistic approach to policy development and implementation.

Web page: www.deliciousmontenegro.me

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**IF YOU ARE INTERESTED IN MORE DETAILS ABOUT DELICIOUS MONTENEGRO
ATTEND CONFERENCE AND SHARE YOUR DEVELOPMENT EXPERIENCE.**

Short biography of main speaker:

Francesco Prota (Ph.D. in Agricultural and Environmental Economics, University of Naples 'Parthenope'; M.Phil. in Environmental and Sustainable Development, University of Glasgow) is Lecturer in Economics at the University of Bari "Aldo Moro" (Italy) and member of the teaching board of the Doctoral School in Economics, Management and Quantitative Methods at the University of Salento. He has extensive experience teaching both at undergraduate level (Macroeconomics and Development Economics) and at postgraduate level (Development Economics). His research interests include development economics; public policy evaluation; innovation economics; regional economics and international economic integration.



He is author of several articles in economics journals, including *World Development*, *Regional Studies*, *Papers in Regional Science*, *Journal of International Development*, *Development Policy Review*, *Economics Letters*, *European Planning Studies*, *Economia Politica*, *Journal of Analytical and Institutional Economics*. Besides serving as referee for international journals, he is Associate Editor for *Regional Studies*, *Regional Science* and for *L'Industria. Review of Industrial Economics and Policy*.

Since 2011, he has been acting as consultant to UNIDO (United Nations Industrial Development Organization) on several research projects (mainly on cluster development and FDI in Africa). He has also a long track record of collaboration with different Italian government departments and agencies (Public Investment Evaluation Unit of the Department for Development Policies and Economic Cohesion; Department for the Planning and Coordination of Economic Policy - Presidency of the Council of Ministers; Formez; Sviluppo Italia; Unit for the Evaluation of Public Investments of the Apulia Region).