

Sustainable tourism development along Mura, Drava, and Danube rivers: from project financing to high quality Amazon of Europe products for international markets

Amazon of Europe Networking conference and Festival

19 October 2022, Osijek, Croatia

Please register at this link: [Registration form](#)

We kindly invite you to a networking conference and a festival of the Amazing Amazon of Europe (Amazing AoE) project to discover how EU financing has been successfully utilized for a sustainable tourism development in the Amazon of Europe along the Rivers Mura, Drava, and Danube.

The Amazon of Europe destination spans across 1 million hectares of extraordinary natural and cultural landscapes, where the three rivers Mura, Drava and Danube connect Austria, Slovenia, Croatia, Hungary, and Serbia. This area hosts the world's first 5-country UNESCO Biosphere Reserve. Amazon of Europe is a leading sustainable cross-border tourism destination, preserving the natural and cultural heritage of this area and inviting its explorers to slow down along the mighty rivers, reconnect with nature and recharge their batteries through amazing green local stories. It offers comfortable adventures on the river, cycling and forest paths combined with authentic local natural, cultural, and culinary experiences. The destination is being developed as a joint effort of numerous local initiatives and three EU supported projects: the Amazon of Europe Bike Trail, Responsible Green Destination Amazon of Europe and Smarter Amazon of Europe.

Thus, at the event, we would like to:

- present the achievements of the developing Amazon of Europe destination,
- present the opportunities for private and public organisations to join the Amazon of Europe tourism products: Amazon of Europe Bike Trail, River Journey and Amazing Moments,
- explain the options for sustainable tourism development through EU projects,
- explain how project results can be transformed into practical market-oriented solutions - high quality products for international markets,
- present the achievements of the finalized Amazon of Europe Bike Trail project, and goals of the ongoing Amazing AoE and Smarter AoE projects,
- discuss the sustainable tourism trends, opportunities, and potential challenges with a focus on needs of modern tourists and service providers, role of tourism support services, and opportunities of international branding and marketing for successful operation of sustainable tourism in the Amazon of Europe,
- provide an opportunity and a safe space for networking of the stakeholders from the area,
- offer a first-hand experience of the Amazing AoE tourism destination at our festival in Zlatna Greda.

CONFERENCE PROGRAMME

Wednesday, 19 October 2022 – Amazing AoE networking conference	
Venue: Restaurant Projekt 9, Gornjodravaska obala bb, 31000 Osijek	
9.00 – 10.00	AoE Press conference
9.30 – 10.00	Gathering of participants, welcome coffee
10.00 – 10.30	<p>Start of the conference Welcome addresses</p> <p>Representative of Osijek-Baranja County</p> <p>Representative of City of Osijek</p> <p>Representative of Green Osijek</p> <p>Zdravko Kozinc, Co-founder of Iskriva, Institute for Development of Local Potentials</p>
10.30 – 10.45	<p>From project financing to high quality products for international markets in the AoE: outcomes from the AoE Bike Trail, Amazing AoE and Smarter AoE projects and opportunities to join the Amazon of Europe tourism products: Amazon of Europe Bike Trail, River Journey and Amazing Moments</p> <p>Zdravko Kozinc, Co-founder of Iskriva, Institute for Development of Local Potentials</p>
10.45 – 11.00	<p>Opportunities for continental tourism</p> <p>Ministry of Tourism and Sport of the Republic of Croatia</p>
11.00 – 11.15	<p>High quality products of Slavonia and Baranya</p> <p>Tourism Board of Osijek Baranja County</p>
11.15 – 11.30	<p>New tourism products in the heart of the Amazon of Europe</p> <p>Green Osijek</p>
11.30 – 12.00	Coffee break and networking
12.00 – 13.15	<p>Panel discussion: Building the bridge between project financing and business opportunities in the AoE destination</p> <p>Guest speakers:</p> <ul style="list-style-type: none"> - HU: Marcell Gangel, Hungarian Cycle Tourism Association, senior tourism expert

	<ul style="list-style-type: none"> - AT: Robert Gether, Managing Director of 8Cities, the East Styrian 8-City Cooperation - SI: Zdravko Kozinc, Co-founder of Iskriva, Institute for Development of Local Potentials - RS: Nataša Pavlović, Director of Tourism organization of Vojvodina - HR: Representative of Tourism Board of Osijek Baranja County - HR: Representative of Ministry of Tourism and Sport of the Republic of Croatia <p>Moderator:</p> <ul style="list-style-type: none"> - Ivana Jurić, Director at Tourism Board of Osijek Baranja County
13.15 – 13.30	Conclusion of the conference
13.30 – 14.30	Joint lunch and networking

FESTIVAL PROGRAMME

Day 2 afternoon: Wednesday, 19 October 2022 – Amazing AoE Festival in Zlatna Greda	
Venue: Eko centar Zlatna Greda, Zlatna Greda 16, 31328 Zlatna Greda	
16.00 – 19.00	<p>Amazing AoE Festival in Zlatna Greda:</p> <p>Guests:</p> <ul style="list-style-type: none"> - Partners of Amazing AoE and Smarter AoE project - Relevant stakeholders: tourist boards, local and regional governmental organizations, tourist business stakeholders, NGOs, etc. <p>Programme:</p> <ul style="list-style-type: none"> - Guided bicycle tour – Amazon of Europe Bike Trail (25 people) - Guided hiking and wildlife watching tour – Amazon of Europe Amazing Moment (25-30 people) - Stands with promotional material and local products (honey, wine, cakes, meat products) - Light installations for the evening ambient in the Eco Centre - Dispersed fireplaces with benches in the Eco Centre
19.00	Dinner with local gastronomy (fish, meat and vegetarian option) and live music at Zlatna Greda