



## Press release 1 August 2018

### **ENIT-ASSOPORTI, Memorandum of understanding to promote common issues**

#### **Port-city relationship at the centre of the agreement**

*Rome* – Over the last weeks, AssoportI undersigned a Memorandum of understanding with ENIT (The Italian National Tourism Board). The objective of the agreement is that of working together on promotional and development initiatives regarding territories surrounding the main Italian ports. To individuate and develop common actions regarding events both in terms of documentation and in participation, a working group has been established that each year will work on the themes agreed upon. One of the main goals is that of incentivising and consolidating the port-city relationship, especially with regards to the tourism of the country.

“This agreement goes in the direction of collaborating and working with the main players of our field “, stated the President of AsoportI, Zeno D’Agostino, after undersigning the Memorandum, “AssoportI has the objective of working on territorial promotion and relationship between ports and cities and I believe that together with the Tourism Board we can do an important job that is useful for the Port system authorities. The cruise field represents an interesting field that connects territories to tourism development”.

*For information:*

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