

Livorno Port Center - Opening Event



At the occasion of the opening event of the Livorno Port Center, the Port Authority of Livorno, Assoportli and AIVP are happy to welcome you to the Executive Think Tank Workshop on: **“From the Citizen Port to the Port Center Concept”**

Tuesday 3 November 2015

- 14h00 Welcome Coffee – informal exchanges and networking
- 14h45 Welcome words by **Giuliano GALLANTI, President Port Authority of Livorno**
- Welcome by **Philippe MATTHIS, AIVP President, Worldwide Network of Port Cities and Port Director Port of Brussels, Belgium**
Presentation and Introduction to AIVP message and network
- 15h30 Grand Témoin 1: **Eamonn O'REILLY, CEO, Port of Dublin, Irland**
Presentation on their port city collaboration and their vision on turning the port back to the city: Better port image, educational initiatives, new port building entrance, local community workshops, ABR project, industrial heritage...)
- 15h50 Grand Témoin 2: **Henk De BRUIJN, Director Social Affairs, Port of Rotterdam, The Netherlands**
Presentation of their Strategy: “From the Cradle to the quay”
- 16h10 Presentation of Livorno Port Center, **Gabriele GARGIULO, Manager Promotion and Public Relations Department, Port Authority of Livorno, Italy**
- 16h30 **ROUND TABLE: THE PORT CITY RELATIONSHIP IN ITALIE**
Animated by Italian journalist, Telegranducato (tbc)
Short introduction: Umberto Masucci, President of International Propellers Club, Napoli (tbc)
Some of the topics to be addressed: Why is there a necessity to rethink the port- city-citizens relationship? How can we develop a shared port city language, image and attractiveness? Which key tools to achieve it? What is the ROI for the port and the city of developing a port culture among the citizens? How can a better port city dialogue impact positively the port performance?
Round Table:
 - Giuliano GALLANTI, President Port Authority of Livorno
 - Philippe MATTHIS, AIVP President, Worldwide Network of Port Cities and Port Director Port of Brussels, Belgium
 - Umberto MASUCCI, President of International Propellers Club, Napoli (tbc)
 - Hilda GHIARA, Professor of Port Economics, University of Genoa, Italy(tbc)
 - Urban representative of Italian Port Cities, (tbc)
- Debate with the Audience (Invited: local and national port city stakeholders of Italy, Port Center Network of AIVP....)*
- 17h30 Visit of the Livorno Port Center
- 18h30 Evening Cocktail