

INTERNATIONAL CONFERENCE ADVANCING SUSTAINABLE TOURISM AND BLUE GROWTH IN THE BLACK SEA BASIN

Project BSB00332

INTERSMARTS: *Interdisciplinary Solutions for Smart Sustainable Tourism and Services
for Blue Growth in the Black Sea Basin*

DotsHub, Yıldız, Çırağan Cd. No:44, 34347 Beşiktaş/İstanbul/ Türkiye
November 13th, 2025

	AGENDA
09.00 – 09.30	Registration and Reception
09.30 – 09.50	Opening Remarks The role of networking and collaboration in shaping smart and sustainable tourism ➤ Prof. Dr. Vesselin Blagoev, <i>Head of Doctoral School and Project Manager, Varna University of Management</i> ➤ Prof. Petros Samaras, <i>Head of Department of Food Science and Technology, International Hellenic University</i> ➤ Maria Hămuraru, <i>Partner Coordinator, Moldova State University</i> ➤ Övünç GÜNEŞ KURUŞ, <i>Head of Cross-Border Cooperation Department, Directorate for EU Affairs</i> ➤ Dr. Ziya TAŞKENT, <i>Secretary General, Istanbul Development Agency</i>
09.50 – 10.10	Presentation of INTERSMARTS Network ➤ Mustafa KARABAŞ, <i>Entrepreneurship & Investment Support Specialist, Istanbul Development Agency</i>
10.10 – 10.30	Presentation of INTERSMARTS Platform ➤ Saygın ÖZGEN KAKAN, <i>Entrepreneurship & Investment Support Specialist, Istanbul Development Agency</i>

10.30 – 11.00	Leveraging EU and International Funds to Advance Sustainable Tourism Moderator: Övünç GÜNEŞ KURUŞ, <i>Head of Cross-Border Cooperation Department, Directorate for EU Affairs</i> ➤ Gamze İNAN SARICA, <i>Head of Services and Export Unit, Trakya Development Agency</i> ➤ Halil İbrahim KIRLI, <i>Expert at International Projects and Funds Unit, North Anatolian Development Agency</i>
11.00 – 11.15	Coffee Break
11.15 – 11.45	Keynote Address Balancing Growth and Environmental Responsibility through Zero-Waste Management ➤ Fani EFTHYMIADOU, <i>Assistant Professor, Boğaziçi University</i>
11.45 – 12.30	Transforming Tourism: Startup-Driven Sustainability in Action Moderator: Zübeyde AĞSAKALLI, <i>Director, BTM TEKMER</i> ➤ Ceren CİVLAN, <i>Early Stage Investor, Plug and Play Ventures</i> ➤ Zeynep ŞENER, <i>VC Associate, Simya VC</i> ➤ Merve CANPOLAT, <i>Founder, Mapla Technology</i> ➤ Yağız Yetkin AZİZLER, <i>Deputy General Manager, Şehir Hatları</i>
12.30 – 13.15	Lunch break

13.15 – 14.00	Collaborating for Sustainable Tourism: Multi-Stakeholder Approaches in Action Moderator: Can ATACIK, <i>Founder, Alethina Impact</i> ➤ Murat SEZGİ, <i>Co-Founder, Bozcaada Jazz Festival</i> ➤ Mualla ERKURT, <i>Board Member, 360 Degree Historical Research Association</i> ➤ Ahmet Alp ŞEHSUVAR, <i>Instructor Chief, The Culinary Arts Academy (MSA)</i> ➤ Asena İpek ACAR, <i>Researcher, Istanbul Chamber of Commerce</i>
14.00 – 14.45	Tourism in the Age of Limits: Reinventing Growth Moderator: Aslı KURTULUŞ, <i>Leader, Strategy and Performance, S360</i> ➤ Melih BALLIKAYA, <i>Founder & CEO, Florawise</i> ➤ Aslı ÜRÜNDÜL, <i>Sustainability and Management Systems Manager, BTA</i> ➤ Ata ÖZMEN, <i>Sustainable Finance Executive, Denizbank</i>
14.45-15.00	Coffee Break
15.00-15.45	Innovation & Sustainable Tourism in the Black Sea Basin: Main Project Activities, Results and Best Practice Cases in INTERSMARTS Project Partner Countries ➤ Elena KOSTADINOVA & Tzveytalina GENOVA, <i>Varna University of Management (VUM)</i> ➤ Maria PAPAGEORGIOU & Athanasios DERMETZOPOULOS, <i>International Hellenic University (IHU)</i> ➤ Maria HĂMURARU & Veronica BULAT, <i>Moldova State University (MSU)</i>
15.45 - 16.15	Discussion & Concluding Remarks