



HIDDEN MEDITERRANEAN

WHERE CULTURES MEET

AN EVENT BY



DISCOVERING HIDDEN MEDITERRANEAN DESTINATIONS

MAY 17 AND 18, 2023
JABAL MOUSSA BIOSPHERE RESERVE
LEBANON

COFFEE AND REGISTRATIONS

09:30

At the Jabal Moussa Biosphere Reserve, Qehmez entrance

WELCOME SPEECHES

10:00

- **Mr. Pierre Doumet**, President of the Association for the Protection of Jabal Moussa
- **Mr. Gianluca Falcitelli**, CISP Director of the Middle East and Mediterranean Region
- **Dr. Esmat Alkaradsheh**, ENI CBC MED Programme Representative
- **H.E. Ms. Nicoletta Bombardiere**, Ambassador of Italy to Lebanon
- **H.E. Mr. Ralph Tarraf**, European Union Ambassador to Lebanon
- **H.E. Eng. Walid Nassar**, Minister of Tourism of Lebanon

WALKING TOUR OF CROSSDEV PARTNERS' STANDS

10:45

- Promotion of each destination by the project partners
 - Sicily (Italy), Umm Qais (Jordan), Aqaba (Jordan), Jabal Moussa (Lebanon), Palestinian Heritage Trail (Palestine)
 - Presentation of the CROSSDEV project's best practices
 - B2B meetings (part 1) and schedule of individual afternoon meetings
- Press interviews

VISIT OF THE NEW JABAL MOUSSA CULTURE AND TOURISM CENTER AND RIBBON CUTTING CEREMONY

11:20

- Concept and design presentation by **Dr. Hany Kahwaji-Janho**, Architect-Restorer
- Guided tour inside the center with **Ms. Joelle Barakat** and **Mr. Marc Atallah**, Association for the Protection of Jabal Moussa
- Unveiling of the Adonis and Astarte mural in presence of the artist

PRESENTATION OF THE CROSSDEV PROJECT ACHIEVEMENTS

11:50

- **Ms. Deborah Rezzoagli**, CROSSDEV General Coordinator, CISP (lead beneficiary)
 - CROSSDEV results and impacts
 - Launching of the CROSSDEV handbook for best practices
 - Public screening of "I am the Mediterranean"
- **Ms. Paola Autore**, CROSSDEV Project Manager, CoopCulture (partner)
 - Official launching of the Hidden Mediterranean platform
- **Ms. Alessandra Lucchese**, Segretariato generale Servizio III, Relazioni Internazionali, Italian Ministry of Culture (partner)
 - Culture & Transnational Cooperation

CULTURAL ROUTES EXPO

12:20

- Introduction by **Dr. Rachid Chamoun**, Representative of Lebanon to the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA)
- **Dr. Antonio Barone**, Director of The Phoenicians' Route
- **Ms. Elisabetta Giudrinetti**, Deputy Director of Iter Vitis
- **Dr. Marinella Katsilieri**, Head of Planning & Development Department of The Routes of the Olive Tree

CLOSING REMARKS AND NEXT MED PROGRAMME PRESENTATION

12:35

- **Dr. Esmat Alkaradsheh**, ENI CBC MED Programme Representative
 - Interreg NEXT MED Programme 2021-2027: overview, opportunities and priorities

TRADITIONAL LIGHT LUNCH AND GROUP DABKE DANCE

12:50

EXTRA SESSION

B2B MEETINGS (PART 2)

INDIVIDUAL SESSIONS WITH TOUR OPERATORS

Interested attendees who booked their slot during the stand's visit will meet destinations representatives at the Bzommar Palace Hotel according to their chosen time schedule. **15:00**

EVENT PROGRAM

DAY 2



GROUP HIKE ALONG THE ADONIS ROUTE ONE OF THE ITINERARIES DEVELOPED BY CROSSDEV

Meeting at the Jabal Moussa Biosphere Reserve, Qehmez entrance **09:00**

Hiking the Adonis meditation trail, passing through the meditation plane and viewpoints on the Valley of Adonis **09:15**

Lunch and activities **13:00**

- Outdoor Phoenician-inspired lunch at Lara's Guesthouse in Broqta
 - Zajal: folk poetry about Adonis and Astarte, using traditional Arabic verse, performed by pairs of poets facing off, pitched one against the other, in a competitive dialogue
 - Lebeddeh making: traditional Lebanese felt hat, one of the most ancient and important local crafts
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Transfer by bus to Ghineh historical site **14:30**

Visit of Adonis bas-relief and temple of Ghineh **15:00**

Transfer by bus to Yahchouch village ("the suffering god" in Syriac, in reference to the wounded Adonis at the nearby river) **15:30**

Visit of the Budding Botanist center & native trees nurseries, dessert, refreshments and end of guests' activities **15:45**

Information about the hike:

- Kindly confirm your attendance ahead of time to info@jabalmoussa.org
- Itinerary difficulty: Moderate trail
- Distance: 5.2 km
- Duration: 3.5 hours
- Starting point: Qehmez entrance
- Ending point: Broqta side entrance

Please gear up with:

- Hiking or running shoes
- Hiking sticks (optional)
- Backpack
- Snacks
- 1L of water per person (help us reduce plastic, bring your reusable bottle!)
- Positive energy ☺