



An initiative of the European Union

CLUSTERS MEET REGIONS

AJDOVŠČINA
SLOVENIA

10 11
SEPTEMBER 2025

AGORADA + DISCUSSES KNOWLEDGE PARK AS A CATALYST FOR
GREEN AND DIGITAL TRANSITION IN THE NORTH ADRIATIC REGION

PARTICIPANTS BOOKLET

 @Clusters_EU

 European Cluster Collaboration Platform

 European Cluster Collaboration Platform - ECCP

#ClustersMeetRegions



AGORADA+ 2025
EURADA EVENT 



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BACKGROUND

AGORADA+ discusses the Knowledge Park as a Catalyst for Green and Digital Transition in the North Adriatic

The Clusters Meet Regions event, organized by the European Cluster Collaboration Platform (ECCP) on behalf of the European Commission and in collaboration with ROD Ajdovščina, will take place in Ajdovščina, Slovenia, on 10–11 September 2025. This strategic location in the Goriška region, near the European Capital of Culture 2025 (Nova Gorica-Gorizia), provides a compelling venue to connect innovation, culture, and cross-border cooperation.

The event focuses on the role of Knowledge Parks—particularly Ajdovščina's Knowledge Park—as engines of green and digital transformation. Discussions will center around regional development, resilience, and cross-border innovation involving Slovenia, Italy, and the Western Balkans. A major emphasis will be placed on hydrogen technologies, sustainable food systems, and strategic autonomy.

Key participants include cluster managers, regional development agencies (RDAs), SMEs, academic institutions, and EU programme representatives. Highlights include panel discussions, co-creation workshops, and site visits showcasing climate-smart agriculture and advanced manufacturing.

The event aims to foster collaboration across borders, stimulate project development (Interreg, Horizon Europe, IPA), and promote clusters as critical players in the EU's green and digital agendas.

ONLINE REGISTRATION

Registration for onsite attendance is open. Registration is open until Monday 8 September 2025.

Please follow the [registration link](#).

The event is free of charge.

GENERAL INFORMATION

The event will take place on **10-11 September, 2025**.

The Conference venue is the Hall of the First Slovenian Government, Dvorana Prve slovenske vlade, Trg 1. Slovenske Vlade 1, 5270 Ajdovščina, Slovenia.

The event is scheduled to start at 09:30 AM. We kindly ask all participants to arrive at the venue by 09:00 AM to ensure that everyone has enough time to register on-site and take their seats in the meeting room.

The latest agenda of the event is available [here](#).

HOW TO GET TO AJDOVŠČINA

Please note that the city of Ajdovščina does not have a local airport. The nearest airports, with approximate distances, are:

- **Trieste Airport – Ronchi dei Legionari (Italy):** approximately 50 km
- **Ljubljana Jože Pučnik Airport (Brnik) (Slovenia):** approximately 80 km
- **Treviso Airport – Antonio Canova (Italy):** approximately 140 km
- **Venice Airport – Marco Polo (Italy):** approximately 150 km

Once you have selected the most convenient airport for your travel, it is recommended using the **GoOpti shuttle service** for reliable and comfortable transfers between the airport and Ajdovščina (and return). This service can be booked online in advance and offers flexible pick-up and drop-off options.

Website: <https://www.goopti.com/en/>

Contact: info@goopti.com

FREE PARKING

If you are planning to arrive by car, please note that parking in Ajdovščina is subject to time restrictions in certain areas. For your convenience, free parking will be available during the event at the following two locations: [Parking 1](#) or [Parking 2](#).

WHERE TO STAY IN AJDOVŠČINA

To ensure a comfortable stay for all participants, several hotels and other accommodations have been pre-booked in and around Ajdovščina.

The local organiser warmly encourages participants to consider dispersed accommodation options. This is a wonderful opportunity to explore the region more intimately, connect with local residents, enjoy authentic food and wine, and directly support the local community and economy.

A shuttle service will be arranged, offering regular circular transfers between the event venue and the listed accommodations throughout each day of the event.

Accommodation details and booking instructions are provided below. Participants are encouraged to book their rooms by 25 August 2025.

Gold Club

Distance: Walking distance to venue

Booking: Reservations should be made directly via link

<https://www.hotelgoldclub.eu/sl/contact-us/>

Link: <https://www.goldclub.si/>

Reservation code: CMR2025

B&W Križ (Vipavski Križ)

This is a dispersed accommodation. A shuttle transfer service will be provided.

Distance: 4,5 km from Ajdovščina

Booking: Reservations will be handled directly by email at tjasa@slamic-kriz.si

Link: <https://www.slamic-kriz.si/>

Reservation code: CMR2025

Ferjančič wines (Planina)

This is a dispersed accommodation. A shuttle transfer service will be provided.

Distance: 6 km from Ajdovščina

Booking: Reservations should be made directly [here](#).

Link: <https://www.ferjancic.si/en/domov-english/>

Reservation code: CMR2025

Boutique Rooms by Petrič Winery (Dobravljje)

This is a dispersed accommodation. A shuttle transfer service will be provided.

Distance: 6 km from Ajdovščina

Booking: Reservations will be handled directly by email at vino.petric@gmail.com

Link: <https://vino-petric.com/en/>

Reservation code: CMR2025

Guerila (Planina)

Note: This is a dispersed accommodation. A shuttle transfer service will be provided.

Distance: 6 km from Ajdovščina

Booking: Reservations will be handled directly by email at guerila@guerila.si.

Link: <https://www.guerila.si/>

Reservation code: CMR2025

Majerija (Slap)

This is a dispersed accommodation. A shuttle transfer service will be provided.

Distance: 11 km from Ajdovščina

Booking: Reservations will be handled directly by email at info@majerija.si.

Link: <https://www.majerija.si/>

Reservation code: CMR2025

Čebren Family Estate (Preserje)

This is a dispersed accommodation. A shuttle transfer service will be provided.

Distance: 13 km from Ajdovščina

Booking: Reservations will be handled directly by email at dean.sp@siol.net.

Link: <https://cebron.eu/en/cebron-family-estate-eng/>

Reservation code: CMR2025

CULTURAL DINNER on September 10

As outlined in the agenda, the evening activities will begin at 17:30 on 10 September, and will conclude at 22:00.

The programme includes a visit to Nova Gorica, where participants will enjoy a presentation of the European Capital of Culture 2025 and experience an innovative wine and culinary tasting featuring products from the Vipava Valley.

The local host team will make every effort to optimise logistics by providing shuttle buses for participant transfers. Depending on accommodation locations and timing, brief returns to hotels may also be possible.

CONTACT

For any questions regarding your stay, reservations, or the event, please do not hesitate to contact Mr Jakob Jarc, Regional coordinator of ECCP event, at:

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Email: jakob.jarc@rra-rod.si