

# EUROPEAN TOURISM DAY

8<sup>th</sup> October 2009 – Brussels

Gold Hall  
Square Brussels Meeting Centre  
Rue du Mont des Arts, B-1000 Brussels  
[www.square-brussels.com](http://www.square-brussels.com)

Main entrance and registration: Glass Entrance building  
(see map on last page)

## “THE ROLE OF NETWORKING IN DEVELOPING EUROPEAN SUSTAINABLE TOURISM”

*(Interpretation will be provided from/to English, French, German, Italian and Spanish)*

### Draft Programme

- 08:30-09:15            Registration of the participants and Welcome coffee
- 09:15-09:30            Official welcome  
*Ms. Françoise LE BAIL, Deputy Director General, Enterprise and  
Industry Directorate General, European Commission*

#### Panel I

#### Indicators – a tool for the European tourist destinations

*Chaired by: Mr. Pedro ORTUN SILVAN, Director - New Approach Industries, Tourism and  
CSR, Enterprise and Industry Directorate General, European Commission*

- 09:30 – 10:00            **NECSTouR**  
*Mr. Malcom Bell, Chief Executive South West Tourism, TSG member  
and NECSTouR representative*

#### **ERA NET ERNEST**

*Mr. Jean- Pierre Martinetti, Director General of the Cité de la Culture  
et du Tourisme Durable, member of the network ERNEST, TSG member  
and NECSTouR member*

#### **NECSTouR**

*Mr. Joan Carles Vilalta, Director General of Tourism of the Government of Catalonia and NECSTour representative*

- 10:00 – 10:20      **EDEN Network**  
*Representatives of the EDEN Destinations – Working Group on Indicators*
- 10:20 – 11:00      **Debate and Conclusions**
- 11:00-11:30        Coffee break

**Panel II**

**The role of SMEs and the knowledge networks in developing sustainable tourism in the EU**

*Chaired by: Mr. Emmanuel BERCK, Deputy Head of Unit, SME policy development, Enterprise and Industry Directorate General, European Commission*

- 11:30–11:50        **Enterprise Europe Network**
- Ms. Giovanna D'Addamio, Executive Agency for Competitiveness and Innovation (EACI)*
- Ms. Sabrina Montaguti, EEN Sector Group Tourism & Cultural Heritage*
- 11:50-12:20      **Knowledge Networks for the competitiveness and sustainability of European tourism (CAST, EARTH, CETA)**
- Ms. Camille Le Borgne, ACFCI, Assemblée des Chambres Françaises de Commerce et d'Industrie*
- CAST- Chambers Active for Sustainable Tourism**
- Mr. Maurizio Davolio, AITR Italian Association for Responsible Tourism*
- EARTH –European Alliance for Responsible Tourism and Hospitality**
- Mr. Ivor Ambrose, ENAT, European Network for Accessible Tourism*
- CETA- Competitiveness for a European Tourism for All**
- 12:20-13:00        **Debate and Conclusions**

13:00-14:30 Buffet Lunch and the official opening of the EDEN exhibition  
(Grand Hall 1)

**Panel III**

**Thematic Networks**

*Chaired by: Mr. Francesco IANNIELLO, Head of Tourism Unit, Enterprise and Industry Directorate General, European Commission*

14:30- 14:40 **"The Regional Tourism Perspective of the Baltic Sea Strategy"**  
*Mr. Reinhard Meyer, State Secretary, Head of the State Chancellery, Mecklenburg Vorpommern, Germany*

14:40-14:50 **Cultural itineraries**  
*Ms. Irena Guidikova, Head of Division Cultural Policy, Diversity and Dialogue Division, the Council of Europe*

14:50- 15:30 **Network – “Restaurants des territoires”** – Restaurants using local products

*Ms. Georgette Bréard, Vice-president of the Conseil régional de Bretagne: "La Fédération régionale des Pays d'accueil touristique"- ("Restaurant du terroir " et "Café de Pays").*

*Mr. Paolo Cocchi, Tuscany Minister of Tourism, Trade and Culture "La Vetrina Toscana"*

*Mr. John Sheaves, Chief Executive of "Taste of the West", South West of England.*

**Testimonials**

*Mr. Klemens Pirafelner, President of Association "Kulinarische Initiativen Österreich" - Association of restaurant proprietors specialized in using local products.*

15:30-15:50 **How to enhance the Thematic Networks**  
*Prof. Erica Croce, University of Gastronomic Sciences of Pollenzo and Colorno*  
*Mr. Rob Franklin, Executive Director of the European Travel Commission (ETC)*

15:50-16:25 **Debate and Conclusions**

16:25- 16:30

**Official closing of the European Tourism Day**

16:30-17:00

**Closing coffee**

**Directions:**



The Glass Entrance

