

# European Tourism Forum 2009

BRUSSELS, 9<sup>th</sup> OCTOBER 2009

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)*

## “EU Tourism and the Economic Downturn: New Opportunities for a Sustainable and Prosperous Future?”

<b>08.30 - 09.15</b>	<b>Registration (Coffee Served)</b>
<b>09.15 - 10.00</b>	<b>Opening Plenary Session</b> Introduction by Pedro Ortun, Director for Tourism, European Commission  Brian Simpson, European Parliament Chairman TRAN Committee (tbc)  John Kester, “Short- and long-term trends and tourism competitiveness in Europe”, Chief of Market Trends, Competitiveness and Trade in Tourism Services Section, UNWTO  Isabelle de Voldere, “Study on the Competitiveness of the EU Tourism Industry”, ECORYS Consulting  Question and Answer Session  Moderator: Pedro Ortun, Director for Tourism, European Commission
<b>10.00 – 10.30</b>	<b>Coffee Break</b>
<b>10.30 – 11.15</b>	<b>Panel 1: Consumer Behaviour vis-à-vis Sustainability and the Economic Downturn</b> Tom Mikael SELÄNNIEMI, Chairman of Tour Operators’ Initiative for Sustainable Tourism Development  Kees – Jan Van Ginkel, Vice President of the FIA Tourism Commission  Werner Sülberg, Vice President Corporate Development and Market Research, REWE Touristik  Debate  Moderator: David Jones, Director General, WYSE Travel Confederation

<b>11.15 - 12.00</b>	<p><b>Panel 2: : Employer-Employee Relations in Tourism</b>  Martin Couchman, Chair of the HOTREC Sectoral Social Dialogue Committee</p> <p>Emilio FARGNOLI, President, EFFAT Tourism Sector</p> <p>Karin Leeb, Managing Director, Hotel Hochschober, Austria</p> <p>Debate</p> <p>Moderator: Franco Ianniello, Head, Tourism Unit, European Commission</p>
<b>11.30 – 12.00</b>	<b>Press Conference in Press Room</b>
<b>12.00- 12.30</b>	<p><b>Keynote speech:</b> Tourism and economic downturn: threat or opportunity?  <b>Gunter Verheugen</b> - Vice President, European Commission</p>
<b>12.30 - 14.00</b>	<b>Reception</b>
<b>14.00 – 14.45</b>	<p><b>Panel 3: The Regulatory Framework in Tourism</b>  Kent Nyström, President of HOTREC</p> <p>Jozsef Mosonyi, President of VISZ Hungary</p> <p>Daniel John Winteler, Presidente di Federturismo Confindustria, Alpitour CEO</p> <p>Debate</p> <p>Moderator: Jacqueline Minor, Director, Politique des Consommateurs, DG SANCO, European Commission</p>
<b>14.45 – 15.30</b>	<p><b>Panel 4: A 2020 Perspective: Promoting Competitive and Sustainable European Tourism</b>  Federico Costa, Turismo de Portugal</p> <p>Tom Jenkins, ETOA</p> <p>Simon Pickup, Head of Responsible Tourism and Sustainability Management, ABTA</p> <p>Debate</p> <p>Moderator: Malcolm Bell, South West England</p>
<b>15.30 – 16.00</b>	<p><b>Closing Plenary Session</b>  Rapporteur: Malcolm Bell, South West England (Summary Report of the Four Panel Discussions)</p> <p>János Vértés, Member of the European Economic and Social Committee Group I - Employers, Hungary</p> <p>Joan Mesquida, State Secretary for Tourism, Spain (tbc)</p> <p>Isabelle Weykmans, Minister für Kultur, Medien und Tourismus, Belgian</p>

Presidency (tbc)

Moderator and Concluding Remarks: Pedro Ortun, Director for Tourism,  
European Commission

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

**Directions:**



The Glass Entrance

