



SHOWCASE CONFERENCE ON TOURISM

Tourism SMEs are connecting Europe

BRUSSELS, 19 MARCH 2019

#EUTourism



DRAFT PROGRAMME

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Tourism SMEs are connecting Europe

Moderated by: Ms Katrina Sichel

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| 09:00 – 10:00 | <i>Participants' arrival and registration, welcome coffee</i> |
| 10:00 – 10:45 | Opening session <ol style="list-style-type: none">Keynote address by Ms Elżbieta Bieńkowska, Commissioner for Internal Market, Industry, Entrepreneurship and SMEs, European CommissionSetting the scene: Mr Doug Lansky - Tourism trends and trans-national cooperationMs Elżbieta Bieńkowska's insight into good practices of transnational cooperation in tourism |
| 10:45 – 11:45 | Session 1: Connecting Europe through public-private partnerships (PPPs) <ol style="list-style-type: none">MARKETPLACE: presentation of best practices |
| 11:45 – 12:00 | <i>Coffee break</i> |
| 12:00 – 13:00 | <ol style="list-style-type: none">PANEL DISCUSSION 1 with representatives of the selected COSME projects & Q/APANEL DISCUSSION 2 with representatives of the selected COSME projects & Q/A |
| 13:00 – 14:30 | <i>Lunch</i> |
| 14:30 – 15:30 | Session 2: Connecting Europe through Innovation <ol style="list-style-type: none">MARKETPLACE: presentation of best practices |
| 15:30 – 15:45 | <i>Coffee break</i> |
| 15:45 – 16:45 | <ol style="list-style-type: none">PANEL DISCUSSION 3 with representatives of the selected COSME projects & Q/APANEL DISCUSSION 4 with representatives of the selected COSME projects & Q/A |
| 16:45 – 17:00 | Concluding remarks TBC , Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission |