

PROGRAMME

Vers. 190123

Thursday, 14th-February

Joint evening event with the Seminar on Experiential Tourism during the same day.

Public roundtable, declaration, etc. together with representatives from the Experiential Tourism seminar - tbd (*in relaxed format*)

Friday, 15th-February

Time	Programme item
9:00	Inauguration and welcome notes
9:10	<p>Challenges for rural areas: digitalization, demography, accessibility</p> <ul style="list-style-type: none"> • Digitalization – <i>Ms. Marie-Noël Neven, Smart Eco-Villages</i> • Active Ageing – <i>Mr. Silvio Bonfiglio, AGE Platform and Ancescao</i> • Accessibility of tourism services – <i>Mr. Ivor Ambrose, Managing Director ENAT</i> <p>Practical case: EGWA – European Greenways – <i>Mr. Roberto Rovelli / Mr Gianpaolo Cirone</i></p>
10:40	Coffee break
11:00	<p>Opportunities for rural areas through tourism: landscape, authenticity, nature, new markets for local produce</p> <ul style="list-style-type: none"> • Nature Parks – <i>BirdLife International (tbc)</i> • Landscape association – <i>Mr. Patrick Worms</i> • Distribution of eco and local products – <i>Mr. Alberto Palacios, Farmidable</i> <p>Practical case: ProLoco UNPLI – <i>N.N.</i></p>
12:30	Lunch
13:30	<p>Ways forward: Smart territories, new CAP, local and cross-sectorial cooperation</p> <ul style="list-style-type: none"> • ELARD – <i>Ms Kirsten Birke-Lund</i> • DG Agriculture – <i>Ms. Karolina Jasinska</i> • Rural Destinations – (tbd) <p>Practical case: <i>Ms. Federica Burini</i></p>
15:00	Coffee break / Opening of the Fair
15:30	<p>High-level Roundtable</p> <ul style="list-style-type: none"> • Ministry of Agriculture and Tourism (IT) – <i>tbc</i> • Ms Mercedes Bresso - <i>European Parliament</i> • <i>N.N.</i> Rep of COPA-Cogeca • Mr. Gérard Peltre - <i>MER</i> • Mr. Tim Fairhurst – <i>ETOA and NET (European Tourism Industry umbrella)</i>
17:00	Winners Marketplace - Conclusions
17:30	Closure

Simultaneous interpretation to and from Italian, English, and French