

# EUROPEAN TOURISM DAY

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

Square Brussels Meeting Centre,  
8 rue du Musée, B-1000 Brussels  
www.square-brussels-com

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

### 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, DG ENTR,  
European Commission (tbc)*

#### Panel I

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

*Chaired by: Mr. Pedro ORTUN SILVAN, Director DG ENTR - New Approach Industries,  
Tourism and CSR, European Commission*

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

#### **European Environment Agency**

*Ms. Françoise Breton, Deputy manager, ICZM Coordinator (tbc)*

#### **NECSTouR**

Mr. Joan Carles Vilalta, Director General of Tourism of Catalonia

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 UE**

*Chaired by: Mr. Emmanuel BERCK, Deputy Head of Unit, SME policy development, DG ENTR, European Commission (tbc)*

11:30–11:50      **Enterprise Europe Network**  
*Ms. Else-Maria Pedersen, Business cooperation and support network Unit, DG ENTR, European Commission (tbc)*

*One speaker from the Sector Group Tourism (tbc)*

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

## Panel III

### **Thematic Networks**

*Chaired by: Mr. Francesco IANNIELLO, Head of Tourism Unit, DG ENTR, European Commission*

14:30- 14:40      **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- 15:20   **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.*

15:20-15:40           **How to enhance the Thematic Networks**  
*Mr. Carlo Petrini, International President of the Slow Food (tbc)*  
*Mr. Rob Franklin, Executive Director of the European Travel Commission (ETC)*

15:40-16:25           **Debate and Conclusions**

16:25- 16:30	<b>Official closing of the European Tourism Day</b>
16:30-17:00	<b>Closing coffee</b>