

ETF 2009

BRUSSELS, 9th OCTOBER 2009
SQUARE Brussels Meeting Center
rue du Musée, 8
B-1000 Brussels
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“EU Tourism and the Economic Downturn: New Opportunities for a Sustainable and Prosperous Future?”

08.30 - 09.15	Registration (Coffee Served)
09.15 - 10.00	Opening Plenary Session Hervé Novelli - Minister for Tourism (French Presidency) Swedish Presidency (tbc) Brian Simpson, EP Chairman Tourism Committee (tbc) Question and Answer Session Moderator: Pedro Ortun, Director for Tourism, European Commission
10.00 – 10.30	Coffee Break
10.30 – 11.15	Panel 1: Consumer Behaviour vis-à-vis Sustainability and the Economic Downturn Tom Mikael SELÄNNIEMI, Chairman of Tour Operators’ Initiative for Sustainable Tourism Development Kees – Jan Van Ginkel, Vice President of the FIA Tourism Commission Werner Sulberg, Vice President Corporate Development and Market Research, REWE Touristik Debate Moderator: David Jones, Director General, WYSE Travel Confederation
11.15 - 12.00	Panel 2: : Employer-Employee Relations in Tourism Martin Couchman, Chair of the HOTREC Sectoral Social Dialogue Committee Emilio FARGNOLI, President, EFFAT Tourism Sector Hotel Hochschober (Turrach / AT) Debate Moderator: Franco Ianniello, Head, Tourism Unit, European Commission

11.30 – 12.00	Press Conference in Press Room
12.00- 12.30	Keynote speech: Tourism and economic downturn: threat or opportunity? Gunter Verheugen - Vice President, European Commission
12.30 - 14.00	Reception
14.00 – 14.45	Panel 3: The Regulatory Framework in Tourism Kent Nyström, President of HOTREC Zsuzsanna VARNAI, President of VISZ Hungary Daniel John Winteler, Presidente di Federturismo Confindustria, Alpitour CEO Debate Moderator: European Commission (to be confirmed)
14.45 – 15.30	Panel 4: A 2020 Perspective: Promoting Competitive and Sustainable European Tourism Federico Costa, Turismo de Portugal Tom Jenkins, ETOA Elisabeth Udolf-Strobl, Director General for Tourism and Historical Objects, Federal Ministry of Economy, Family and Youth, Austria (to be confirmed) Debate Moderator: Malcolm Bell, South West England
15.30 – 16.00	Closing Plenary Session Rapporteur: Malcolm Bell, South West England (Summary Report of the Four Panel Discussions) EESC Joan Mesquida, State Secretary for Tourism, Spain Belgian Presidency Moderator and Concluding Remarks: Pedro Ortun, Director for Tourism, European Commission