

**EUROPEAN TOURISM DAY**  
**8<sup>th</sup> October 2009 – Brussels**

**Gold Hall**  
**Square Brussels Meeting Centre**  
**Rue du Mont des Arts, B-1000 Brussels**  
[www.square-brussels.eu](http://www.square-brussels.eu)

**Main entrance and registration: Glass Entrance building**  
(see map on last page)

**“THE ROLE OF NETWORKING IN DEVELOPING  
EUROPEAN SUSTAINABLE TOURISM”**

*(Interpretation provided from/to English, French, German, Italian and Spanish)*

***Programme***

- 08:30-09:15      **Registration of the participants**  
Welcome coffee (EDEN Exhibition Hall - Grand Hall 1)
- 09:15-09:30      **Official opening**  
*Ms. Françoise LE BAIL, Deputy Director General, Enterprise and  
Industry Directorate General, European Commission*

**PANEL I**

**Indicators – a tool for the European tourist destinations**

*Chaired by: Mr. Pedro ORTUN SILVAN, Director - New Approach Industries, Tourism and  
CSR, Enterprise and Industry Directorate General, European Commission*

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

**ERA NET ERNEST**

*Mr. Jean- Pierre Martinetti, Director General of the Cité de la Culture  
et du Tourisme Durable, member of the network ERNEST, TSG member  
and NECSTouR member*

**NECSTouR**

*Mr. Joan Carles Vilalta, Director General of Tourism of the Government of Catalonia and NECSTour representative*

- 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 (EDEN Exhibition Hall - Grand Hall 1)

**PANEL II**

**The role of SMEs and the knowledge networks in developing sustainable tourism in the EU**

*Chaired by: Mr. Emmanuel BERCK, Deputy Head of Unit, SME policy development, Enterprise and Industry Directorate General, European Commission*

- 11:30–11:50       **Enterprise Europe Network**  
  
*Ms. Giovanna D'Addamio, Executive Agency for Competitiveness and Innovation (EACI)*  
  
*Ms. Sabrina Montaguti, EEN Sector Group Tourism & Cultural Heritage*
- 11:50-12:20     **Knowledge Networks for the competitiveness and sustainability of European tourism (CAST, EARTH, CETA)**  
  
**CAST - Chambers Active for Sustainable Tourism**  
*Ms. Camille Le Borgne, ACFCI, Assemblée des Chambres Françaises de Commerce et d'Industrie*  
  
**EARTH – European Alliance for Responsible Tourism and Hospitality**  
*Mr. Maurizio Davolio, AITR Italian Association for Responsible Tourism*  
  
**CETA - Competitiveness for a European Tourism for All**  
*Mr. Ivor Ambrose, ENAT, European Network for Accessible Tourism*
- 12:20-13:00       **Debate and Conclusions**
- 13:00-14:30     **Buffet Lunch and the official opening of the EDEN exhibition**  
(EDEN Exhibition Hall - Grand Hall 1)

## PANEL III

### Thematic Networks

*Chaired by: Mr. Francesco IANNIELLO, Head of Tourism Unit, Enterprise and Industry Directorate General, European Commission*

14:30-14:40      **"The Regional Tourism Perspective of the Baltic Sea Strategy"**  
*Mr. Dr Reinhard Boest, Director of the Information Office of the Land of Mecklenburg-Vorpommern to the European Union*

14:40- 14:50      **Cultural itineraries**  
*Ms. Irena Guidikova, Head of Division Cultural Policy, Diversity and Dialogue Division, the Council of Europe*

14:50- 15:30      **Network – “Restaurants de terroir” – 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.*

#### **Testimonial**

*Mr. Klemens Pirafelner, President of Association "Kulinarische Initiativen Österreich“(Association of restaurant proprietors specialised in using local products).*

15:30-15:50      **How to enhance the Thematic Networks**  
*Prof. Erica Croce, University of Gastronomic Sciences of Pollenzo and Colorno – Slow Food*

*Mr. Rob Franklin, Executive Director of the European Travel Commission (ETC)*

15:50-16:25      **Debate and Conclusions**

16:25- 16:30      **Official closing of the European Tourism Day**

16:30-17:00      **Closing coffee (EDEN Exhibition Hall - Grand Hall 1)**



Square Brussels Meeting Centre - The Glass Entrance

