

European Tourism Forum 2009

BRUSSELS, 9th OCTOBER 2009

Gold Hall
Square Brussels Meeting Centre
Rue du Mont des Arts, B-1000 Brussels
www.square-brussels.com

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

“EU Tourism and the Economic Downturn: New Opportunities for a Sustainable and Prosperous Future?”

08.30 - 09.15	Registration (Coffee Served at the Exhibition Hall)
09.15 - 10.00	Opening Plenary Session Introduction by Pedro Ortun, Director for Tourism, European Commission Inés Ayala Sender, MEP, TRAN Committee John Kester, “Short- and long-term trends and tourism competitiveness in Europe”, Chief of Market Trends, Competitiveness and Trade in Tourism Services Section, UNWTO Isabelle de Voldere, “Study on the Competitiveness of the EU Tourism Industry”, IDEA Consult Question and Answer Session Moderator: Pedro Ortun, Director for Tourism, European Commission
10.00 – 10.30	Coffee Break (Served at the Exhibition Hall)
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 Sülberg, 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

	<p>Emilio FARGNOLI, President, EFFAT Tourism Sector</p> <p>Karin Leeb, Managing Director, Hotel Hochschober, Austria</p> <p>Debate</p> <p>Moderator: Franco Ianniello, Head, Tourism Unit, European Commission</p>
12.00 - 12.30	Keynote speech: Tourism and economic downturn: threat or opportunity? Gunter Verheugen - Vice President, European Commission
12.30 – 13.00	Press Conference in Press Room
12.30 - 14.00	Reception (Served at the Exhibition Hall)
14.00 – 14.45	<p>Panel 3: The Regulatory Framework in Tourism</p> <p>Kent Nyström, President of HOTREC</p> <p>Jozsef Mosonyi, President of VISZ Hungary</p> <p>Daniel John Winteler, Presidente di Federturismo Confindustria, Alpitour CEO</p> <p>Debate</p> <p>Moderator: Jacqueline Minor, Director, Politique des Consommateurs, DG SANCO, European Commission</p>
14.45 – 15.30	<p>Panel 4: A 2020 Perspective: Promoting Competitive and Sustainable European Tourism</p> <p>Federico Costa, Turismo de Portugal</p> <p>Tom Jenkins, ETOA</p> <p>Simon Pickup, Head of Responsible Tourism and Sustainability Management, ABTA</p> <p>Debate</p> <p>Moderator: Malcolm Bell, South West England</p>
15.30 – 16.00	<p>Closing Plenary Session</p> <p>Rapporteur: Malcolm Bell, South West England (Summary Report of the Four Panel Discussions)</p> <p>János Vértés, Member of the European Economic and Social Committee Group I - Employers, Hungary</p> <p>Moderator and Concluding Remarks: Pedro Ortun, Director for Tourism, European Commission</p>

Interpretation will be provided from English, French, German, Italian and Spanish into English and French

Directions:



The Glass Entrance

