

“EUROPEAN TOURISM STAKEHOLDERS CONFERENCE”

14-15 APRIL 2010

IN COLLABORATION WITH THE SPANISH PRESIDENCY

VENUE: HOTEL MELIA CASTILLA, MADRID, SPAIN

Capitán Haya, 43 Madrid, SPAIN 28020

<http://www.meliacastilla.com/en/>

FINAL PROGRAMME

Wednesday 14th April

16.00 -16.45 hrs	<p>Opening Session</p> <ul style="list-style-type: none"> - Joan Mesquida (State Secretary for Tourism, Spain) - Taleb Rifai, Secretary General UNWTO - Antonio Tajani, Vice-President of the European Commission
16.45 – 17.30 hrs	<p>Plenary Session: An Introduction to the Panels</p> <p><i>Moderated by: Mark Tanzer, Chief Executive Officer ABTA, UK</i></p> <ul style="list-style-type: none"> - Michael Frenzel, TUI Chairman: The Tourism Industry Perspective - Sergio Arzeni, Director, Centre for Entrepreneurship, SMEs and Local Development, OECD: The SME`s Perspective - Claudio Martini, President, Toscana Region: The European Destinations Perspective (NECSTOUR) - Michela Brambilla, Minister for Tourism, Italy: The Ethical Tourism Perspective
17.30 – 18.00 hrs	Coffee Break
18.00 – 20.00 hrs	3 Working Panels (Parallel Sessions)
	<p>Panel 1: Innovation and Competitiveness in Tourism</p> <p><i>Chaired by: Hervé Novelli, Secrétaire d’Etat chargé du Commerce, de l’Artisanat, des Petites et Moyennes Entreprises, de Tourisme et des Services et de la Consommation, France</i></p>

	<p><i>Rapporteur: Jean Pierre Martinetti, Director, Cité de la Culture et du Tourisme Durable, Gréoux-les-Bains, TSG Member</i></p> <ul style="list-style-type: none"> - Ernst Burgbacher, Parliamentary State Secretary for Tourism, Germany - Bernardo Trindade, Tourism Secretary of State, Portugal - Kader Arif, MEP (France) - Harald Wiedenhofer, EFFAT General Secretary - Antonio Bernabé Garcia, Director General Turespaña, Spain - Elena Tanou, Top Kenesis Travel Agency, Cyprus - Jesús Hernández, Director of Accessibility, Fundación ONCE, Spain <p>Panel 2: Sustainable and Socially Responsible Tourism</p> <p><i>Chaired by: Katarzyna Sobierajska, Undersecretary of State, Ministry of Sport and Tourism, Poland</i></p> <p><i>Rapporteur: Richard Denman, The Tourism Company, TSG Member</i></p> <ul style="list-style-type: none"> - Antzela Gerekou, Deputy Minister for Culture and Tourism, Greece - Michael Cramer, MEP (Germany) - Liu Kezhi, Director-General of Marketing & International Cooperation Department, China National Tourism Administration - Margarita Nájera, CEO of the Reconstruction Project of the Palma Beach, Spain - Sophie Flak, Member Executive Committee, ACCOR - Axel Biermann, Geschäftsführer, Ruhr Tourismus, Germany - Sebastián Escarrer, Chairman Exceltur, Spain - Javier Bustamante, SEGITUR President <p>Panel 3: Reinforcing the Tourism Image of Europe</p> <p><i>Chaired by: Isabelle Weykmans - Ministerin für Kultur, Medien und Tourismus - Kompetenzen, Belgium</i></p> <p><i>Rapporteur: Lars Thykier, Managing Director of the Association of Danish Travel Agents and Tour Operators, TSG Member</i></p> <ul style="list-style-type: none"> - Mario De Marco, State Secretary for Tourism, Malta - Luis de Grandes, MEP (Spain) - Dimitrij Piciga, ETC Vice President, CEO Slovenian Tourist Board - Jean Claude Baumgarten, President WTTC - Irena Guidikova, Head of Division of Cultural Policy, Diversity and
21.00 hrs	Cocktail Reception offered by the Madrid Municipality (Casa de la Villa - Patio de Cristales)

Thursday 15th April

	Closing Plenary Session
09.00 – 10.30 hrs	<i>Chaired by: Jas Gawroski, Personal Advisor to the Vice-President of the European Commission, Antonio Tajani</i> - Conclusions of the Panels : Reports by the Rapporteurs - Debate - Concluding Remarks by : - Ines Ayala Sender, MEP (Spain) - Miguel Sebastián, Minister of Industry, Tourism and Commerce, Spain - Antonio Tajani, Vice-President of the European Commission

Informal Ministerial Meeting to Follow