



EUROPEAN COMMISSION

DIRECTORATE-GENERAL FOR INTERNAL MARKET, INDUSTRY, ENTREPRENEURSHIP AND SMEs

EUROPEAN TOURISM DAY 2015

Promoting Europe, a quality and competitive tourism destination

16 December 2015

Charlemagne Building, De Gasperi Room

Rue de la Loi, 170, 1040 - Brussels

Programme

08:30 – 09:15	Participants' arrival and registration, welcome coffee
09:15 – 9:45	Opening remarks <ul style="list-style-type: none">• Slawomir Tokarski, Director of Innovation and Advanced Manufacturing, European Commission, DG Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission – Introductory Remarks• Video message from Ana Claudia Tapardel, Member of the European Parliament, Co-chair of the Intergroup on European Tourism Development, Cultural Heritage, Ways of St. James and other European Cultural routes

9.45 – 11:15

Panel 1: EU initiatives in support of the promotion of Europe as a destination

Introductory remarks and moderator:

Carlo Corazza, Head of Unit, European Commission, DG GROW F.4 - Tourism, Emerging and Creative Industries: Presentation of the Commission's promotional actions planned as of 2016

Panellists:

- **Eduardo Santander**, Executive Director, European Travel Commission
- **Marco Digioia**, Director of Government Affairs, Cruise Lines International Association (CLIA) Europe
- **Patrick Torrent**, Executive Director of the Catalan Tourist Board, President of NECSTouR
- **Joanna Mouliou**, Programme Manager, European Commission, DG REGIO D.1 - Competence Centre Macro-regions and European Territorial Co-operation - Transnational and Interregional Co-operation
- **Antonella Correr**a, Policy Officer, DG GROW COSME Programme, SME Envoys and Relations with EASME

Discussion

11:15-11:30

Coffee Break

11:30 – 12:45

Panel 2: How can tourism market intelligence best support the promotion of Europe?

Introductory remarks and moderator:

John Kester, UNWTO, Head of the Tourism Trends and Marketing Strategies programme

Panellists:

- **Richard Nicholls**, Head of Research and Forecasting, VisitBritain
- **Anne Cecilie Lasa-González**, Head of RUC Tourism Network, Denmark
- **August Götzfried**, Head of Unit, European Commission, Eurostat G.3 - Short-term business statistics and tourism

Discussion

12:45-14:15

Lunch Break

14:15 -15:30

Panel 3: Synergies between tourism and cultural and creative industries

Introductory remarks and moderator:

Walter Zampieri, Head of Unit, European Commission, DG EAC, D.1 - Cultural diversity and innovation

Panellists:

- **Teresa Caldarola**, Regional Expert, Ministry for Tourism, Toscana Region, Italy
- **Stefano Dominioni**, Executive Secretary, Council of Europe Enlarged Partial Agreement on Cultural Routes and Director, European Institute of Cultural Routes
- **Claire Baillet**, Marketing Director, Value Retail, Maasmechelen Tourist Outlets Comm.VA
- **Cedric Claquin**, Deputy Director General, 1D Lab
- **Dr. Karin Drda-Kühn**, Managing Director, Kultur und Arbeit e.V.

Discussion

15:30 – 15:45

Coffee break

15:45 -17:00

Panel 4: Enhancing the visibility of EU tourism SMEs in long-haul markets

Introductory remarks and moderator:

Prof. Magda Antonioli Corigliano, Professor of Economics and Director of the Master Course on Tourism, Bocconi University

Panellists:

- **Tom Jenkins**, CEO, ETOA - European Tourism Association
- **Daniel Debono**, EU Affairs Manager of the Malta Business Bureau, Eurochambres member
- **Veronique Corduant**, Director of Public Policy, EU, TripAdvisor
- **Giacomo Mattinò**, Head of Unit, European Commission, DG GROW H.2- Enterprise Europe Network and Internationalization of SMEs

Discussion

17:00-17:30

Concluding remarks

Carlo Corazza, Head of Unit, European Commission, DG GROW F.4 - Tourism, Emerging and Creative Industries