

# 14<sup>th</sup> European Tourism Forum

European Convention Center Luxembourg, Luxembourg - Kirchberg  
17-18 September 2015

**Thursday 17<sup>th</sup> September**

09:00 – 09:30 **REGISTRATION**

## **OPENING SESSION**

### ***European Tourism Policy – Challenges and Priorities for the Future***

09:30 – 10:30

- Francine CLOSENER, Secretary of State of the Economy, Luxembourg
- Slawomir TOKARSKI, Acting Director Innovation and Advanced Manufacturing, DG GROWTH, European Commission
- Silvia COSTA, Chairwoman of the Committee on Culture and Education, European Parliament
- Michael CRAMER, Chairman of the Committee on Transport and Tourism, European Parliament
- Martin SIECKER, President of the Section for the Single Market, Production and Consumption of the European Economic and Social Committee
- Emily WESTLEY, Vice Chair of the Commission for Natural Resources, Committee of the Regions
- Taleb D. RIFAI, Secretary-General of the World Tourism Organization (via video message)

10:45-11:00 **Coffee Break**

## **PANEL 1**

### ***Joint Promotion of Europe via transnational thematic tourism products***

**Moderator/Rapporteur:** Carlo CORAZZA, Head of the Unit "Tourism, Creative and Emerging Industries", DG GROWTH, European Commission

#### **Speakers:**

11:00-13:00

- Dr Edward ZAMMIT Lewis B.A., LL.D., M.P, Minister for Tourism, Malta
- Ana-Claudia TAPARDEL, Member of the European Parliament (EP), Chair of the EP Intergroup on European Tourism Development, Cultural Heritage, Ways of Saint James and other European Cultural Routes
- Peter DE WILDE, President, European Travel Commission
- Jean-Philippe Monod de Froideville, Senior Director Government & Corporate Affairs EMEA, Expedia (tbc)
- Marta BLANCO QUESADA, General Director, Turespaña
- Tom JENKINS, Executive Director, European Tour Operators Association (ETOA)
- Frank PÜTTMANN, Head of Public Policy for TUI Group

#### **Open Discussion**

13:00-14:30

**Lunch**, Museum for Modern Arts, Place de l'Europe

## **PANEL 2**

### ***Skills and Competences in the Tourism Sector***

**Moderator/Rapporteur:** Magda ANTONIOLI, Professor, Bocconi University

#### **Speakers:**

14:30-16:00

- René COLLIN, Minister for tourism, Wallonia, Belgium
- Cláudia MONTEIRO DE AGUIAR, Member of the European Parliament
- Pilar RATO RODRÍGUEZ, President, European Trade Union Liaison Committee on Tourism (ETLC)
- Jean-Marc BANQUET d'ORX, Chairman HOTREC Sectoral Social Dialogue Committee
- Sandrine REITER, Luxembourg Institute of Science and Technology (LIST), Department "ITIS"
- Sonia PERESSINI, Deputy Head of Unit, Skills and Qualifications, DG EMPL, European Commission

#### **Open Discussion**

16:00-16:15

**Coffee Break**

### **PANEL 3**

#### ***Regulatory Framework for Tourism – Visa Policy***

**Moderator/Rapporteur:** Belinda PYKE, Director, Directorate B "Migration and Mobility", DG HOME, European Commission

#### **Speakers:**

16:15-17:45

- Irena GUEORGUIEVA, Deputy Minister of Tourism, Bulgaria
- Carlo KRIEGER, Director of Legal and Cultural Affairs, Ministry of Foreign and European Affairs, Luxembourg
- Istvan UJHELYI, Member of the European Parliament, Tourism Task Force
- Carlos FALCÓ, Marqués de Griñón , Chairman of Circulo Fortuny
- Raphael von HEEREMAN, Secretary General, Cruise Lines International Association Europe CLIA
- Michel DE BLUST, Secretary General, ECTAA European Travel Agents and Tour Operators Association

#### **Open Discussion**

17:45

Transfer to the hotels

19:00

Transport to Remich

19:45

**Gala Diner** on the Moselle river on board of the "River Diva"

## Friday 18<sup>th</sup> September

### PANEL 4

#### *Tourism and Digitalisation – The Sharing Economy in the hospitality sector*

**Moderator/Rapporteur:** Joanna DRAKE, Principle Advisor, Task Force on Collaborative Economy, New Business Models and SMEs, DG GROWTH, European Commission

#### **Speakers:**

- 9:00-11:00
- Isabella DE MONTE, Member of the European Parliament
  - Giorgio PALMUCCI, President, AICA, Confindustria Alberghi (Member of Federturismo Confindustria)
  - Ramón ESTALELLA, Secretary General CEHAT (Confederación Española de Hoteles y Alojamientos Turístico)
  - Patrick ROBINSON, Head of Public Policy, Airbnb
  - Marian MURO, Director of the Tourism Department of the Catalan Government
  - Alain DUPEYRAS, Head of the Tourism Unit, Centre for Entrepreneurship, SMEs and Local Development (CFE), OECD
  - Michela VUERICH, ANEC (European consumer voice in standardisation)

#### **Open Discussion**

11:00-11:15 **Coffee Break and Group Photo**

11:15-12:00 Closing Session – Conclusions  
Pedro Ortún, Principal Advisor, DG GROWTH, European Commission  
Francine Closener, Secretary of State of the Economy, Luxembourg (tbc)

12:00-14:00 **Lunch**, Museum for Modern Arts, Place de l'Europe