



PROGRAMME
15th EUROPEAN TOURISM FORUM 2016
10 - 11 October 2016, Reduta, Bratislava, Slovakia

Day 1, 10 October 2016

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| Various | Arrival of guests at Bratislava/Vienna Airports Welcome desk in airport arrival halls |
| | Transfer of the guests to Bratislava Accommodation of the guests at the hotels in Bratislava |
| 12:00 – 15:00 | Lunch Lunch at the hotels in Bratislava for the guests arriving in the morning |
| 16:00 – 17:00 | CITY TOUR AROUND BRATISLAVA I City Tour around Bratislava for the guests by historical city cars |
| 17:00 – 18:30 | Leisure time |
| 17:15 – 17:30 | Transfer from the city centre to the hotels |
| 18:30 – 19:00 | Transfer to the Gala Evening |
| 19:00 – 22:00 | GALA EVENING Gala Dinner hosted by the Ministry of Transport, Construction and Regional Development of the Slovak Republic Welcome addresses by the representatives of the Ministry of Transport, Construction and Regional Development of the Slovak Republic and the European Commission |
| 22:00 – 22:30 | Transfer of the guests to the hotels |

Day 2, 11 October 2016

07:00 – 07:45 **Breakfast for the guests at the hotels**

07:45 – 08:15 **Transfer of the guests to the Conference Venue Reduta**

08:00 – 09:00 **Registration and Welcome Coffee**

09:00 – 09:40 **OFFICIAL OPENING**

- *Arpád Érsek, Minister of Transport, Construction and Regional Development of the Slovak Republic*
- *Elżbieta Bieńkowska, Commissioner for Internal Market, Industry, Entrepreneurship and SMEs, European Commission*
- *Edward Zammit Lewis, Minister for Tourism, Malta*
- *István Ujhelyi, Member of the European Parliament responsible for the EP Tourism Task Force*
- *Zoltán Somogyi, Executive Director for Programme and Coordination, World Tourism Organization (UNWTO)*

09:40 – 10:30 **HIGH-LEVEL OPENING DEBATE**

Moderator: Carlo Corazza, Head of the Tourism, Textile, Cultural and Creative Industries Unit, DG GROW, European Commission

- *Rasa Noreikiene, Vice-Minister of Economy, Ministry of Economy, Lithuania*
- *Irena Gueorguieva, Deputy Minister of Tourism, Ministry of Tourism, Bulgaria*
- *Ana Mendes Godinho, Secretary of State for Tourism, Ministry of Economy, Portugal*
- *Dawid Lasek, Undersecretary of State, Ministry of Sport and Tourism, Poland*
- *George Tziallas, Secretary General for Tourism Policy and Development, Ministry of Economy, Development and Tourism, Greece*

10:30 – 11:30 **SESSION I**

A Favourable Business Environment for the Competitiveness of the EU Tourism Sector – Taxation

Moderator: Marta Orviská, Professor, Faculty of Economics of the Matej Bel University of Banská Bystrica, Slovakia

- *Susanne Kraus-Winkler, President, European Hotels, Restaurants and Cafés Association (HOTREC)*
- *Tim Fairhurst, Head of Strategy and Policy, European Tourism Association (ETOA)*

- *Helen Marano, Senior Vice-President, Government & Industry Affairs, World Travel and Tourism Council (WTTC)*
- *Arne Kubitz, Policy Officer, Value Added Tax Unit, DG TAXUD, European Commission*

11:30 – 11:45 **Coffee break**

11:45 – 13:00 **SESSION II**

Collaborative Economy in the Tourism Sector

Moderator: Hans Henning Ehrenstein, Deputy Head of Unit, Service Policy for Consumers Unit, DG GROW, European Commission

- *Dianne Dredge, Professor, Aalborg University, Denmark*
- *Christian de Barrin, CEO, European Hotels, Restaurants and Cafés Association (HOTREC)*
- *Alain Dupeyras, Head of the Tourism Unit, Centre for Entrepreneurship, SMEs and Local Development (CFE), OECD*
- *Juliette Langlais, Public Policy, France, Belgium and EU Institutions, Airbnb*
- *Nora Dolanská, CEO, Prague City Tourism*
- *Olivier Henry-Biabaud, CEO, TCI Research*
- *Jean-Philippe Monod de Froideville, Director Government and Corporate Affairs, EMEA, Expedia and HomeAway*

13:00 – 14:30 **Lunch**

14:30 – 15:45 **SESSION III**

Digital Transformation in the EU Tourism Sector

Moderator: Michel de Blust, Secretary General, European Travel Agents' and Tour Operators' Associations (ECTAA)

- *Matthew Castillo, Senior Manager, Grant Thornton*
- *Philip Alford, Professor, Bournemouth University*
- *Juan Jesús García Sánchez, Senior Advisor, Industry Affairs, Amadeus IT Group SA*
- *Helena Egan, Global Director Industry Relations, TripAdvisor*
- *Cristian Samoilovich, Head of Public Affairs, Global Blue*
- *José Luis Córdoba Leiva, Manager, AndaluciaLab*

15:45 – 16:00 **Closing remarks**

- *Ivana Magátová, Director General of Tourism Section, Ministry of Transport, Construction and Regional Development of the Slovak Republic*

Various **Transfer of the guests to Bratislava/Vienna Airports**

16:15 – 17:15

CITY TOUR AROUND BRATISLAVA II

For the guests who did not participate at the CITY TOUR AROUND BRATISLAVA I