

Agenda
Workshop on Digitalisation - the driver of growth for tourism businesses
 How to access finance, enhance your skills and digitalise your tourism business
 Thursday 21 February 2019
 Bucharest, Romania



11:00 - 11:30	Welcome coffee / registration of participants
11:30 - 11:45	Welcome speech Carmen Marcuș , Policy officer, European Commission Representation in Romania
11:45 - 12:45	<p>Session 1: Going digital with EU funds supporting tourism</p> <p><i>One of the main obstacles for companies in not going digital is financial. This topic would address ways of making digitalisation more cost-effective particularly for employment and skills. This panel will show SME representatives the opportunities to access EU funds to go digital to boost their tourism business.</i></p> <p>Cristian Ormindean, consultant for Romanian Foundation for SMEs, Enterprise Europe Network Office in Bucharest, he has over 20 years' experience in developing projects to support SMEs, funded through EU programs.</p> <p>Tudor Maxim, Travel blogger, entrepreneur, organizer of Experience Bucharest & Experience Romania; http://www.puravidahostels.ro/en/</p> <p>Claudia Ionescu, Head of the Department for Regional Promotion and Investment in Bucharest-Ilfov Regional Development Agency (BIRDA). With 20 years of experience in the promotion and implementation of the regional development policy as head of the regional promotion department within the Bucharest-Ilfov Regional Development Agency (www.adrbi.ro), she has over 20 years of experience at international level, including Austria, Belgium, Brazil, Bulgaria, Switzerland, Italy, Japan, Slovenia, Uruguay etc. She has over 15 years of pedagogical practice in universities from: Germany, Slovakia, Spain, Poland and Romania, having as topic of debate the policy of regional development, sustainable development policy and project management."</p>
12:45 - 14:00	Lunch break
14:00 - 15:00	<p>Session 2: SME in tourism- digital solutions to find new business opportunities</p> <p><i>Though often run with relatively little resources, Romanian SMEs can benefit from digital solutions to both find and expand on new markets in tourism and its value chain.</i></p> <p>Oana Voicu, General manager at ****Hotel Pestera, President of the Pestera-Padina Tourism Association. A trainer who delivers passionate HoReCa know-how to create meaningful changes and transformations for the hospitality industry. She graduated the Faculty of Economic Sciences as well as a Tourism Management course.</p> <p>Sorin Dencescu, Vice-president at National Association for Tourism Agencies, owner of Kron-Tour Lufthansa City Center travel agency in Brasov</p> <p>A graduate of the Academy of Economic Studies in Bucharest, Faculty of Commerce, Department of Economy of Public Food and Tourism Services, Sorin Dencescu has more than 25 years of experience in the field of tourism. He is a member of ANAT since 1991 and has been elected as a member in more than ten Board of Directors. He has been the originator of the Travel Industry Card, Corporate Identity Card and annual tourism fair held</p>

	<p>in Brasov.</p> <p>Robert Similea, Tourism digitalisation expert specialist in increasing tourism companies' competitiveness through a digital tool for reputation management http://www.e-laborat.ro/</p> <p>Ionut Popescu, President of Romanian Federation of Equestrian Tourism, owner of an SME (Potcoava Mountain Hideaway). Ionut Popescu has dedicated his career to developing the niche of equestrian tourism in Romania. The niche has a lot of potential for growing using the digital environment.</p>
15:00 - 16:00	<p>Session 3: Skills to keep pace with digitalisation in tourism</p> <p><i>Targeted to different groups of SMEs, this topic would focus on the skills needed for digital marketing, social media, web development, cybersecurity, and data analytics, which is where most SMEs seek to improve. What skills and trainings are useful for SMEs in the tourism sector? This panel will focus on skills Romanian SMEs should have to keep pace with digitalisation in the tourism sector.</i></p> <p>Madalin Mancila, Digital trainer</p> <p>Carmina Nitescu, Marketing specialist. Business consultant and trainer, specialized in tourism and focusing on digital)</p> <p>Claudiu Petria , Startup owner at Questo App</p> <p>Dragos Ioan Coste, Startup owner at Virtual Reality. He is the creator of a 3D scanning program for historical landmarks, a revolution in the tourism industry. Digital preservation and archiving of cultural and historical artifacts and landmarks. Achieved through fusion of 3D scanning with VR and game engines. Technical presentation, process layout and benefits for the tourism industry."</p>
16:00 - 16:30	<p>Closing remarks</p>