

EUROPEAN TOURISM DAY 2011
"Industrial heritage: differentiating the European tourism offer"
Brussels, 27th September 2011
Albert Hall – Roseland Room
Av. Eudore Pirmez, 9

08:00 – 09:00 *Registration of participants*

09:00 - 09:30 Official Opening

Mr. Daniel Calleja Crespo, Deputy Director-General – DG Enterprise and Industry of the European Commission

09:30 - 10:40 Industrial tourism strategies: giving a future to the past

Chair: **Mr. Pedro Ortùn**, Director in charge of Tourism - DG Enterprise and Industry

Panel discussion:

Mr. Linwu Huang, Director Yunnan Provincial Tourism Information Center – *"The Hanoi-Kunming railway: a European industrial heritage which may contribute to the sustainable development of Chinese regions"*

Mr. Frédéric Pierret, UNWTO Executive Director – *"The commitment of UNWTO towards industrial heritage: the International Documentation and Research Centre on Industrial Heritage for Tourism"*

Mr. Robert Palmer, Director of the Council of Europe – *"Preserving European industrial culture"*

Mr. Eusebi Casanelles i Rahola, Director of the Museu de la Ciència i de la Tècnica de Catalunya and former President of the International Committee for the Conservation of Industrial Heritage (TICCIH) – *"Advanced Industrial Archaeology and Tourism"*

Mr. Jean-Louis Luxen, former Secretary General of ICOMOS – *"ICOMOS-TICCIH Principles for Cultural and Industrial Tourism"*

Open Debate

10:40 - 10:45 VIDEO-message from the plenary of the European Parliament

Mr. Carlo Fidanza, MEP – The EP adoption of the report *"Europe, the world's No 1 tourist destination - a new political framework for tourism in Europe"*

10:45 – 11:15 Coffee break

11:15 – 12:30 Industrial heritage promotion and new tourism solutions

Chair: **Ms. Katarzyna Sobierajska**, Under Secretary of State for Tourism of Poland, Presidency of the European Council

Panel discussion:

Mr. Hildebrand P.G. de Boer, Vice-President ERIH – *"The European Route of Industrial Heritage ERIH"*

Mr. Adam Hajduga, Deputy Director, Promotion and International Cooperation Department Marshal Office of Silesia, Poland – *"The Industrial Monuments Route"*

Ms. Eli Lopez de Munain, Lenbur Fundazioa Bikuna – *"The Pyrenean Iron Route"*

Ms. Emanuela Panke, Secretary General of Itervitis – *"From the product to the culture of production"*

Mr. Bernard Vareille, Deputy Major of Limoges, France - *"The promotion of ceramics heritage: the global approach of Limoges"*

Open Debate

12:30 - 12:45 **Presentation of the "EDEN V" awards: Regeneration of physical sites for tourism purposes**

Ms. Anya Niewierra, EDEN Network chairwoman – *"EDEN Network's development and 5th edition of the EDEN awards"*

12:45 – 14:30 **Lunch break and Visit to the EDEN stands**

14:30 - 15:45 **Industrial tourism: local development and sustainable policies**

Chair: **Mr. Pedro Ortùn**, Director in charge of Tourism - DG Enterprise and Industry

Panel discussion:

Mr. Paolo Bongini, NECSTouR – *"Industrial tourism: best practices in European Regions"*

Mr. John Rodger MBE, Advisor on Industrial World Heritage Sites – *"The Blaenavon experience, a UNESCO World Heritage Site"*

Mr. Guy Dockendorf, First Counsellor of the Government of Luxembourg and former President of "Luxembourg et La Grande Région, Capital of Culture 2007" – *"From industrial to cultural and touristic area"*

Ms. Martina Tendick, Tourism Coordinator of the Foundation Zollverein, Germany – *"The Ruhr and European integration values: a culture to preserve"*

Mr. David Morgan, President of the European Federation of Museums and Tourist Railways (FEDECRAIL) – *"Industrial heritage of Steam Railways"*

Open Debate

15:45 - 16:15 **Coffee break**

16:15 – 17:30 **Industrial tourism: "niche" markets and innovative tourism products**

Chair: **Mr. Pedro Ortùn**, Director in charge of Tourism - DG Enterprise and Industry

Panel discussion:

Ms. Claire Sovignet, Assemblée des Chambres Françaises de Commerce et d'Industrie (ACFCI), and **Ms. Marcella Gaspardone**, General Manager of "Turismo Torino e Provincia" – *"Living industry: a new tourism concept"*

Mr. Gilbert Perrin, President of the European Greenways Association (EGWA) – *"Regenerating disused infrastructures for a non-motorised tourism"*

Ms. Susanne Kraus Winkler, Managing Partner, LOISIUM Wine&Spa Resorts, Austria – *"Regeneration of physical sites and luxury products"*

Ms. Carmen Avellaner de Santos, Ciudad de la Energia – *"Linking industrial sites to a pilgrimage route: Energy on the Way of St. James for attracting sustainable tourism"*

Mr. Francesco Calzolaio, President of "Venti di Cultura" – *"European Cathedrals of the Sea: Cultural tourism strategies for industrial waterfront landscapes"*

Open Debate

17:30 – 18:00 **Concluding remarks**

VIDEO-message by Antonio Tajani, Vice President of the European Commission

Mr. Pedro Ortùn, Director in charge of Tourism - DG Enterprise and Industry