

# EUROPEAN TOURISM DAY

8<sup>th</sup> October 2009 - Brussels

## “THE ROLE OF NETWORKING IN DEVELOPMENT OF EUROPEAN SUSTAINABLE TOURISM”

### Draft Programme

08:30-09:15	Registration of the participants and Welcome coffee
09:15-09:30	Official welcome <i>Ms. Françoise LE BAIL, Deputy Director General, DG ENTR (tbc)</i> <i>Committee of the Regions (tbc)</i>

#### Panel I

##### **Indicators –a tool for the European tourist destinations?**

*Chaired by: Mr. Pedro ORTUN SILVAN, Director DG ENTR - New Approach Industries, Tourism and CSR*

9:30 – 9:50	<b>NECSTouR</b> <i>Mr Malcom Bell – TSG member and NECSTouR representative</i>
	<b>European Environmental Agency</b> <i>Mrs Françoise Breton (tbc)</i>
09:50 – 10:10	<b>EDEN Network</b> <i>Representatives of the EDEN Destinations – Working Group on Indicators</i>
10:10 – 11:00	<b>Debate and Conclusions</b>
11:00-11:30	Coffee break

#### Panel II

##### **The role of SMEs and the knowledge networks in developing sustainable tourism in the UE**

*Chaired by: DG ENTR, European Commission*

- 11:30–11:50      **Enterprise Europe Network**  
*Ms. Else-Maria Pedersen or Ms. Giovanna D’Addamio*  
*One speaker from the Sector Group Tourism (tbc)*
- 11:50-11:55      **Short presentation of the results of CIP 2009 call**  
*European Commission*
- 11:55-12:25      **Knowledge Networks (CAST, EARTH, CETA)**  
*Mr. Ivor Ambrose (CETA)*  
*Mrs Camille Le Borgne (CAST)*  
*One speaker for EARTH network*
- 12:25-13:00      **Debate and Operation Conclusions**

<b>Panel III</b>  <b>Thematic Networks</b>
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*Chaired by: Francesco Ianniello, Head of Tourism Unit , DG ENTR*

- 14:30- 14:40      **The Baltic Sea Strategy**  
*One speaker from Mecklenbur-Vorpommern, Germany (tbc)*
- 14:40-14:50      **Cultural itineraries**  
*Ms Gabriella Battaini-Dragoni – General Director of the Council of Europe ( tbc)*
- 14:50- 15:00      **Network – “Restaurants du territories” – Restaurants using local products**  
*Mrs Georgette Breard (Bretagne)*  
*Mr Paolo Bongini (Vetrina Toscana)*  
*One speaker from South West of England local associations*
- 15:00-15:20      **How to enhance the Thematic Networks**  
*Mr Carlo Petrini (Slow Food) (tbc)*  
*Mr Rob Franklin (ETC)*
- 15:20-16:10      **Questions / Debate**
- 16:10-16:20      **Conclusions**
- 16:20- 16:30      **Official closing**