

DRAFT PROGRAMME

ETF 2009

BRUSSELS, 9th OCTOBER 2009

“EU Tourism and the Economic Downturn: New Opportunities for a Sustainable and Prosperous Future?”

08.30 - 09.30	Registration (Coffee Served)
09.30 - 10.30	Opening Plenary Session Hervé Novelli - Minister for Tourism (French Presidency) EP Chairman Tourism Committee Gunter Verheugen - Vice President, European Commission (Key Note Speech) Question and Answer Session Moderator: Pedro Ortun, Director for Tourism, European Commission
10.30 - 11.00	Coffee Break (+ Press Conference in Press Room)
11.00 – 11.45	Panel 1: Consumer Behaviour vis-à-vis Sustainability and the Economic Downturn Tom Mikael SELÄNNIEMI, Chairman of Tour Operators’ Initiative for Sustainable Tourism Development Kees – Jan Van Ginkel, Vice President of the FIA Tourism Commission Elisabeth Udolf-Strobl, Director General for Tourism and Historical Objects, Federal Ministry of Economy, Family and Youth, Austria Debate Moderator: David Jones, Director General, WYSE Travel Confederation
11.45 - 12.30	Panel 2: : Employer-Employee Relations in Tourism Martin Couchman, Chair of the HOTREC Sectoral Social Dialogue Committee Emilio FARGNOLI, President, EFFAT Tourism Sector Hotel Hochschober (Turrach / AT) Debate Moderator: Franco Ianniello, Head, Tourism Unit, European Commission
12.30 - 14.00	Reception
14.00 – 14.45	Panel 3: The Regulatory Framework in Tourism Kent Nyström, President of HOTREC Zsuzsanna VARNAL, President of VISZ Hungary

	<p>Daniel John Winteler, Presidente di Federturismo Confindustria, Alpitour CEO</p> <p>Debate</p> <p>Moderator: European Commission (to be confirmed)</p>
14.45 – 15.30	<p>Panel 4: A 2020 Perspective: Promoting Competitive and Sustainable European Tourism</p> <p>Federico Costa, Turismo de Portugal (to be confirmed)</p> <p>Werner Sulberg, Vice President Corporate Development and Market Research, REWE Touristik</p> <p>Tom Jenkins, ETOA</p> <p>Debate</p> <p>Moderator:</p>
15.30 – 16.00	<p>Closing Plenary Session</p> <p>Rapporteur: Malcolm Bell, South West England (Summary Report of the Four Panel Discussions)</p> <p>EESC</p> <p>Joan Mesquida, State Secretary for Tourism, Spain</p> <p>Belgian Presidency</p> <p>Moderator and Concluding Remarks: Pedro Ortun, Director for Tourism, European Commission</p>