



Regione Toscana
Diritti Valori Innovazione Sostenibilità



euromeeting
sviluppo del turismo sostenibile



5th edition

16 – 17 November 2007
Palazzo degli Affari
Florence, Italy

Friday, 16 November

8.30 – Registration of participants

9.00 – Welcome and Opening

Leonardo Domenici – Mayor of Florence

Claudio Martini – President of Tuscany

9.30 – Introduction

*Chairperson: **Ambra Giorgi** – President of the Commission for Culture and Tourism, Tuscan Regional Council*

Paolo Cocchi – Tuscany Regional Minister for Tourism, Trade and Culture

Pedro Ortun – Director of DG Enterprise and Industry, European Commission,

Luís Queiró – Vice Chairman of European Parliament Committee on Transport and Tourism

10.30 – First Session – Agenda for a Sustainable and Competitive Tourism in Europe: criteria, methods and strategies

*Chairperson: **Angelo Balducci** – Italian Presidency of the Council of Ministers, Department for Tourism Development and Competitiveness*

Luigi Cabrini – UN WTO, Department of Sustainable Development of Tourism

Sergio Arzeni – OECD, Head of the Tourism Programme

Luis Patrao – Portuguese Presidency of the European Union

Gabriele Guglielmi – European Trade Union, Liaison Committee on Tourism

Paolo Petrucci – Italian National Association of People with Hearing Impairment

11.45 – Second Session – Destination Europe, Destination Culture

*Chairperson: **Maruja Gutierrez Diaz** – Head of Unit, Lifelong learning: innovation and creativity, DG EAC, European Commission*

John Winton – ECTN, European Cultural Tourism Network

Maurizio Davolio – AITR Italian Association of Responsible Tourism

Rainer Plassmann – CEEP, European Centre of Enterprises with Public Participation and of Enterprises of General Economic Interest

Marco Sala – Director of Joint University Centre ABITA

Sorina Capp – Institut Européen des Itinéraires Culturels

Lars Nordström and Tomas Olsson – CRPM Sustainable Tourism Group

***Conclusions: Francesco Ianniello** – Head of Tourism Unit, European Commission*

13.15 – LUNCH BREAK



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14.45 – Third Session – Towards a European Network for a Sustainable and Competitive Tourism

Antonino Mario Melara – Regione Toscana (Italy)
Mariene Andre – Joan Carles Vilalta – Generalitat de Catalunya (Spain)
Laurent Greffeuille e Alexandre Noël – Region PACA (France)
Malcom Bell and Neil Warren – South West England (United Kingdom)
Rainer Jelinek – Upper Austria (Austria)
Nils-Arvid Andersson – Region Skane (Sweden)
Betina Meliss – Baltic Sea Region (Germany)
Eric Nanchen – Region Valais (Switzerland)
Katalin Hall – North-Hungary Region (Hungary)
Carlsson Thomas – AER, Assembly of European Regions - Tourism working group

Operative Conclusions and Next Steps : Paolo Bongini – Regione Toscana

17.30 – Conclusions of First Day

Saturday, 17 November

9.30 – Paolo Bongini – Creation of the **European Network for a Sustainable and Competitive Tourism**

9.45 – Jean-Pierre Martinetti – Tourism Sustainability Group, EC

10.00 – Presentation for the Regions and Organisations promoting the Network

11.00 – The operational development of the Network:

- Coordination Set/up
- Meeting in Catalonia
- Meeting in PACA

Presentation and signature of the Memorandum of Understanding for the creation of the European Network for a Sustainable and Competitive Tourism

Conclusions: Paolo Cocchi – Tuscan Regional Minister for Tourism, Trade and Culture

12.00 – Final conclusions

The programme is subject to modifications