

## “EUROPEAN TOURISM STAKEHOLDERS CONFERENCE”

**14-15 APRIL 2010**

**IN COLLABORATION WITH THE SPANISH PRESIDENCY**

**VENUE: HOTEL MELIA CASTILLA, MADRID, SPAIN**  
**Capitán Haya, 43 Madrid, SPAIN 28020**  
<http://www.meliacastilla.com/en/>

PRELIMINARY DRAFT (speakers to be confirmed) – 17.03.2010

### Wednesday 14th April

<b>16.00 -16.45 hrs</b>	<p><b>Opening Session</b></p> <ul style="list-style-type: none"> <li>- Alberto Ruiz-Gallardón (Madrid Mayor)</li> <li>- Pedro Ortún (Director, <i>New Approach Industries, Tourism and CSR</i>, European Commission)</li> <li>- Joan Mesquida (State Secretary for Tourism, Spain)</li> </ul>
<b>16.45 – 17.30 hrs</b>	<p><b>Plenary Session: An Introduction to the Panels</b></p> <p><i>Moderated by: Mark Tanzer, Chief Executive Officer ABTA, UK</i></p> <ul style="list-style-type: none"> <li>- Michael Frenzel, TUI Chairman: The Tourism Industry Perspective</li> <li>- Claudio Martini, President, Toscana Region: The European Destinations Perspective (NECSTOUR) – tbc</li> <li>- Sergio Arzeni, Director, Centre for Entrepreneurship, SMEs and Local Development, OECD: The SME’s Perspective - tbc</li> <li>- Taleb Rifai, Secretary General UNWTO, The Global Perspective</li> </ul>
<b>17.45 – 18.15 hrs</b>	<p><b>Antonio Tajani, Vice President European Commission, Key Note Speech</b></p>
<b>18.15 – 18.30 hrs</b>	<p>Coffee Break</p>
<b>18.30 – 20.00 hrs</b>	<p><b>3 Working Panels (Parallel Sessions)</b></p> <p><i>Panellists in each Panel (30 minutes: 5 minutes each panellist)</i>  <i>Open Discussion (60 minutes)</i></p>
	<p><b>Panel 1: Innovation and Competitiveness in Tourism</b></p> <p><i>Chaired by: Hervé Novelli, Secrétaire d’Etat chargé du Commerce, de</i></p>

*l'Artisanat, des Petites et Moyennes Entreprises, de Tourisme et des Services et de la Consommation, France*

*Rapporteur: Jean Pierre Martinetti, Director, Cité de la Culture et du Tourisme Durable, Gréoux-les-Bains, TSG Member*

- Michela Brambilla, Minister for Tourism, Italy - tbc
- Bernardo Trindade, Tourism Secretary of State, Portugal
- Kader Arif, MEP (France)
- Harald Wiedenhofer, EFFAT President
- Antonio Bernabé Garcia, Director General Turespaña, Spain
- Elena Tanou, Top Kenesis Travel Agency, Cyprus
- Luis Crespo Asenjo, General Director, Fundación ONCE, Spain

### **Panel 2: Sustainable and Socially Responsible Tourism**

*Chaired by: Katarzyna Sobierajska, Undersecretary of State, Ministry of Sport and Tourism, Poland*

*Rapporteur: Richard Denman, The Tourism Company, TSG Member*

- Pavlos Geroulanos, Minister of Culture and Tourism, Greece - tbc
- Michael Cramer, MEP (Germany)
- Sophie Flak, Member Executive Committee, ACCOR
- Fritz Pleitgen, Chairman Executive Board, Ruhr 2010, Germany - tbc
- Sebastián Escarrer, Chairman Exceltur, Spain
- Daniel John Winteler President Federturismo Confindustria, Italy
- Javier Bustamante, SEGITUR President

### **Panel 3: Reinforcing the Tourism Image of Europe**

*Chaired by: Isabelle Weykmans - Ministerin für Kultur, Medien und Tourismus - Kompetenzen, Belgium*

*Rapporteur: Lars Thykier, Managing Director of the Association of Danish Travel Agents and Tour Operators, TSG Member*

- Ernst Burgbacher, Parliamentary State Secretary for Tourism, Germany - tbc
- Mario De Marco, State Secretary for Tourism, Malta
- Luis de Grandes, MEP (Spain)
- Dimitrij Piciga, ETC Vice President, CEO Slovenian Tourist Board
- Matteo Marzotto, President ENIT, Italy - tbc
- Jean Claude Baumgarten, President WTTC
- Gabriella Battaini-Dragoni, Director General of Education, Culture and Heritage, Youth and Sport, Council of Europe - tbc

<b>21.00 hrs</b>	Dinner
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**Thursday 15<sup>th</sup> April**

<b>Closing Plenary Session</b>	
<b>09.00 – 10.30 hrs</b>	<ul style="list-style-type: none"> <li>- Conclusions of the Panels : Reports by the Rapporteurs ( 5 minutes each )</li> <li>- Debate</li>   <li>- Concluding Remarks by :               <ul style="list-style-type: none"> <li>- European Parliament Representative</li> <li>- Miguel Sebastián, Minister of Industry, Tourism and Commerce, Spain</li> </ul> </li> <li>- Antonio Tajani, Vice-President of the European Commission</li> </ul>

**Informal Ministerial Meeting to Follow**