

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. Antonio Tajani, Vice President of the European Commission

Mr. Brian Simpson, President of the TRAN committee of the European Parliament (TBC)

09:30 - 11:00 Session I

Industrial tourism strategies: giving a future to the past

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

Panel discussion:

Minister Shao Qiwei, Chairman of the Chinese National Tourism Administration (CNTA) (TBC)

Mr. Taleb Rifai, UNWTO Secretary General – *"The commitment of UNWTO towards industrial heritage: the International Documentation and Research Centre on Industrial Heritage for Tourism"*

Ms. Gabriella Battaini Dragoni, Director General 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"*

Ms. Bénédicte Selfslagh, ICOMOS Secretary General – *"Joint ICOMOS-TICCIH Principles for the Conservation of Industrial Heritage Sites, Structures, Areas and Landscapes"* (TBC)

Open Debate

11:00 – 11:30 Coffee break

11:30 – 12:30 Session II

Industrial heritage promotion and new tourism solutions

Chair: **Mr. Ernst Burgbacher**, Parliamentary State Secretary, Federal Ministry of Economics and Technology, Germany (TBC)

Panel discussion:

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"* (TBC)

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

Mr. Eric Martin, General Director Municipality of Limoges, France - *"The European Route of Ceramics"*

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 **Session III**

Industrial tourism: local development and sustainable policies

Chair: **Mr. John Penrose**, Minister for Tourism, UK (TBC)

Panel discussion:

Ms. Cristina Scaletti, President of NECSTouR – *"Industrial tourism: best practices in European Regions"*

Mr. John Rodger MBE, Advisor on Industrial World Heritage Sites – *"The European Route of Industrial Heritage and the Blaenavon experience"*

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"*

Mr. Hermann Marth, CEO 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 **Session IV**

Industrial tourism: "niche" markets and innovative tourism products

Chair: **Mr. Reinhold Mitterlehner**, Austrian Federal Minister of Economy, Family and Youth (TBC)

Panel discussion:

Ms. Claire Sovignet, Assemblée des Chambres Françaises de Commerce et d'Industrie (ACFCI) – *"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"*

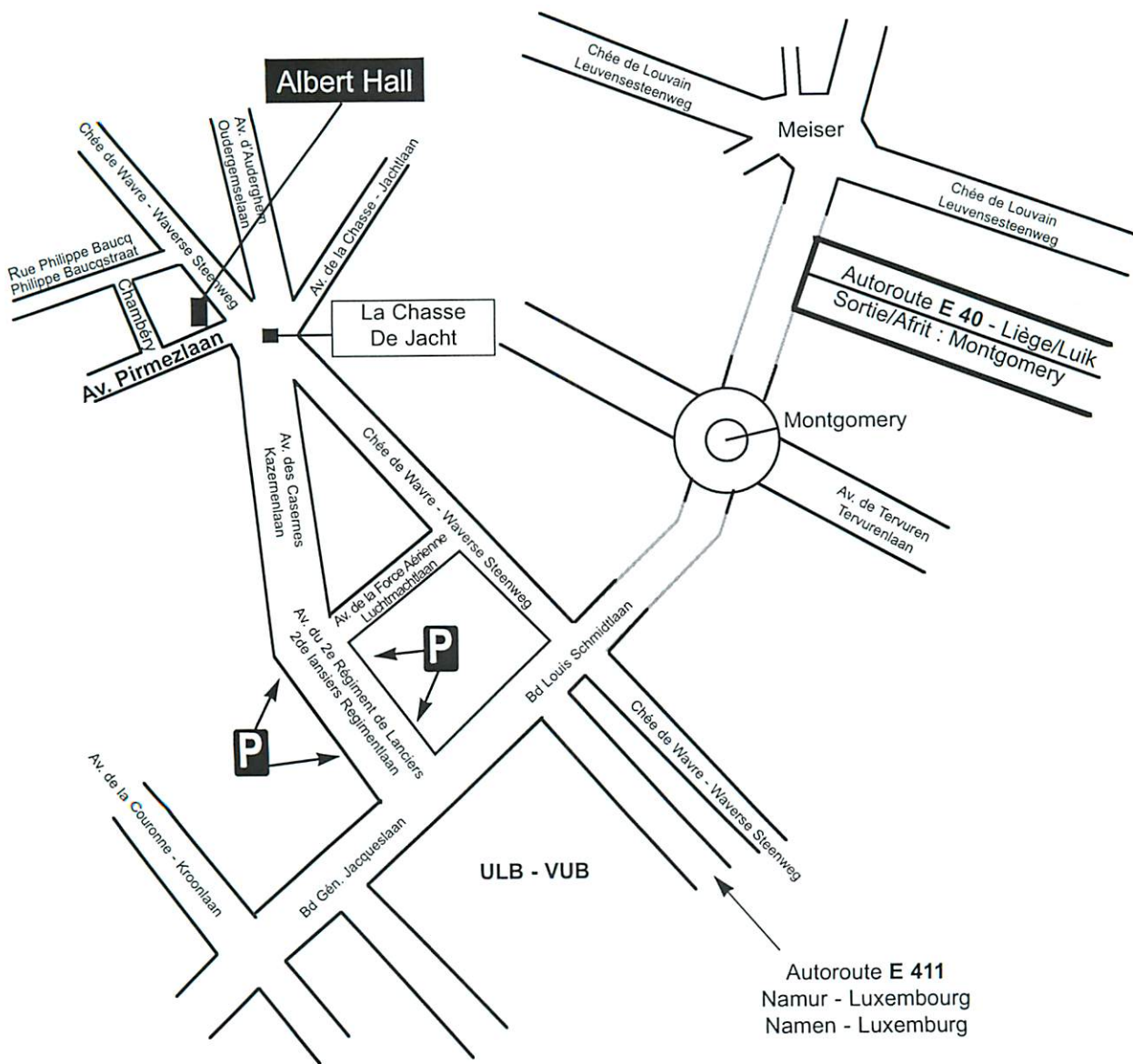
Ms. Carmen Avellaner de Santos, Ciudad de la Energia – *"Linking industrial sites to pilgrimage routes: the Galician experience"*

Mr. Francesco Calzolaio, President of "Venti di Cultura" – *"European Cathedrals of the Sea: Mediterranean coastline and industrial landscapes"* (TBC)

Open Debate

17:30 – 17:50 **Concluding remarks**

Mr. Antonio Tajani, Vice President of the European Commission



Complexe Albert Hall

9, avenue Eudore Pirmezlaan • Bruxelles 1040 Brussel

Parking

Ave du 2^{ème} Régiment de Lanciers
2^{de} Lansiers Regimentlaan

Tram 81 & 82 - Bus 34 & 36 (La Chasse - De Jacht)