



## **Euromeeeting 13<sup>th</sup> Edition**

**For a competitive Europe in the tourism sector:  
promoting land, culture and food.**

**Milan, 29<sup>th</sup> September 2015 Palazzo delle Stelline,  
30<sup>th</sup> September 2015 Expo EU Pavilion. Europe food – tourism  
week. Europe: the taste for travelling**

***Euromeeeting*** is an international seminar whose thirteenth edition is going to be held in 2015. It is an annual event organised and funded by the Tuscany Region on behalf of the *NECSTouR* network which it presides. It is a network consisting of over thirty European regions with the purpose of ensuring the sustainable and competitive development of tourism.

The Tuscany Region and *NECSTouR* have always shared the topics and organisation of ***Euromeeeting*** together with the European Commission and the Council of Europe has also been offering an important contribution to the event for several years now, partly as a result of a sort of collaboration agreement.

Every year, the seminar deals with several specific issues concerning the sustainable and competitive development of European tourism and the role that can be played by the European regions in this field.

***Euromeeeting*** is usually divided into three parts: the introduction which deals mainly with greetings and communications of the European and international institutions; the thematic sessions where topics and issues are developed and analysed; and finally the presentation of good practices and project ideas.

## Draft programme

	<p><b>29<sup>th</sup> September - Palazzo delle Stelline (Milan)</b></p> <p><b>Euromeeting 13<sup>th</sup> Edition</b></p> <p><b>For a competitive Europe in the tourism sector: promoting land, culture and food.</b></p>
3:00 pm	Registration of participants
3:30 -5:00 pm	<p><b>Opening remarks</b></p> <p><b>Mr. Enrico Rossi</b>, President of the Tuscan Region</p> <p><b>Ms. Francesca Barracciu</b>, Under-Secretaries of Italian Ministry of Cultural Heritage and Activities and Tourism</p> <p><b>Mr. Stefano Ciuoffo</b>, Regional councilor of the Tuscan Region</p> <p><b>Ms. Silvia Costa</b>, European Parliament, Chairman of the Committee on Culture and Education</p> <p><b>Mr. Fabrizio Spada</b>, Head of Representation of the European Commission in Milan</p> <p><b>Ms. Luisella Pavan-Woolfe</b>, Ambassador and Head of the Eu Delegation to the Council of Europe</p>
5:00 pm	Intervention of representatives of <b>NECSTouR</b> For a competitive Europe in the tourism sector: promoting land, culture and food.
5:30 pm	<b>Mr. Paolo Bongini</b> , Director of the Tourism department Tuscany Region, Presentation of the Memorandum on " <b>Sustainable tourism for the promotion of European foods and identities, the Regions' contribution</b> ".
6:00 pm	Interventions and debate
6:15 pm	<b>Session closure</b>

	<p><b>EXPO Milano 2015</b></p> <p><b>30<sup>th</sup> September - EU pavilion</b></p> <p>European food-tourism week. Europe: the taste for travelling</p>
11:00 - 11:15 pm	<b>Registration of participants</b>
11:15 - 11:30 pm	<p>Euomeeting 13<sup>th</sup> Edition in cooperation with NECSTouR</p> <p>Experiences of the Regions and the Institutions associated with NECSTouR.</p> <p>Open speech by</p> <p><b>Mr Carlo Corazza</b>, Head of Unit Tourism, Emerging and Creative Industries-DG GROWTH (tbc)</p> <p><b>Mr Giancarlo Caratti di Lanzacco</b>, Deputy Commissioner General for Expo Milano 2015. European Commission Joint Research Centre</p> <p><b>Mr. Stefano Ciuoffo</b>, Regional councilor of the Tuscany Region.</p>
11:30 - 12:15 pm	<p>Panel conductor, <b>Mrs. Carlotta Ferrari</b>, President of Convention Bureau, Italia.</p> <p><b>Mr. Paolo Bongini, Tuscany Region (IT)</b> Director of the Tourism department "Governance Model to support Tourism Excellence in Europe: Toscana project showcase"</p> <p><b>Mr. Patrick Torrent-Catalonia (ES)</b>, Executive Director of the Catalan Tourism Board "Culture of Food and Tourism in Catalonia"</p> <p><b>Ms. Anya Niewierra South Limburg (NL)</b>, Director General of the Tourist Board South Limburg, "A Region with Taste"</p>
12:15 - 12:45 pm	<p>Presentation of the <b>Grand Tour project</b> "The Route of Flavours for the Promotion of European Identities", in collaboration with the <b>European Council</b> and the <b>NECSTouR</b> network on sustainable food and wine tourism.</p>

1:00 - 2:30 pm

Lunch

2:30 - 4:15 pm

Panel Conductor: **Ms. Carlotta Ferrari**, President of the Convention Bureau Italia

**Ms. Manuela Hrvatin, Istria (HR)** Senior expert associate for international projects, Administrative department for tourism, ISTRASPIRIT – "Travel through time".

**Mr. Olle Jonäng, Västra Götaland (SE)** Head of Office at the Brussels delegation "Food tourism in western Sweden".

**Mr. Emanuele Burioni, Emilia Romagna Region (IT)** Agency for the Promotion of Tourism, APT, "Food tourism in Emilia Romagna, Via Emilia - the food valley experience".

**Mr. Malcolm Bell, Cornwall (UK)** – Chief Executive - Visit Cornwall "Using gastronomy to deliver economic employment benefits and innovative training".

4:15 - 5:00

**Mr. Maurizio Davolio**, President of **EARTH** (European Alliance for Responsible Tourism and Hospitality) "*Local products and traditional food in responsible tourism*".

**Mr. Massimo Tedeschi**, President of **AEVF** (European Association of the Via Francigena) "The Via Francigena: cultural route of the European Council, a 2500 km route through minor sustainable tourism destinations".

**Representative of tourism SMEs - Regione Toscana**

5:00 - 5:30 pm

**Final interventions**