

# NECSTouR

## ANNUAL GENERAL MEETING 2026

Tourism and Culture: from creation to legacy-building resilient and connected territories

APRIL 21>23 2026 BOURGES CENTRE-VAL DE LOIRE

## Agenda

### DAY 1

#### TUESDAY 21 APRIL

*Bourges City Centre*

17.00 – 19.00

**Guided tour: Discover Bourges City Centre and the Bourges Cathedral of Saint Etienne**

19.30 – 22.00

**Casual cocktail dinner**

*Brasserie des Beaux-Arts, 1 Place Cujas, Bourges*

### DAY 2

#### WEDNESDAY 22 APRIL

*Villa Monin, 40 Rue Moyenne, Bourges*

8.30 – 9.00

**Registration**

9.00 – 9.15

**Welcome & Opening**

*Amphitheatre Bellini*

- **Ms. Karine Gloanec-Maurin**, Regional Councillor to the President, Centre-Val de Loire Region
- **Mr. Mathieu Cuip**, President of NECSTouR

9.15 – 10.30

**Statutory affairs**

10.30 – 11.00

**Work Programme 2026 and Governance Hub Pathway**

11.00 – 11.30

**Coffee Break**

11.30 – 13.00

**Workshops (Round 1)**

**The Tourism of Tomorrow Lab Platform of Sustainable Tourism Indicators**

*Amphitheatre Bellini*

- **Mr. Daniel Iglesias**, Chief Data Scientist at NECSTouR's Tourism of Tomorrow Lab
- **Ms. Gaukhar Chekembayeva**, PhD, Assistant Professor at Modul University

**Tourism & Climate Adaptation – Why & Where to Start**

*Collins Room*

- **Mr. Thomas Dworak**, Director, Fresh Thoughts Consulting



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13.00 – 14.30	<b>Lunch at Hôtel de Ville</b>
14.30 – 16:00	<b>Workshops (Round 2)</b>  <b>The Tourism of Tomorrow Lab Platform of Sustainable Tourism Indicators</b> <i>Amphitheatre Bellini</i> <ul style="list-style-type: none"><li>• <b>Mr. Daniel Iglesias</b>, Chief Data Scientist at NECSTouR Tourism of Tomorrow Lab</li><li>• <b>Ms. Gaukhar Chekembayeva</b>, PhD, Assistant Professor at Modul University</li></ul> <b>Tourism &amp; Climate Adaptation – Why &amp; Where to Start</b> <i>Collins Room</i> <ul style="list-style-type: none"><li>• <b>Mr. Thomas Dworak</b>, Director, Fresh Thoughts Consulting</li></ul>
16.00 – 16.30	<b>Coffee Break</b>
16.30 – 17.30	<b>Thematic Speed Networking</b> <i>Cour des Chefs, Villa Monin</i>
18.30	Departure by bus from Bourges to Bruère-Allichamps
19.30 – 22.00	<b>Welcome drink &amp; Gala Dinner at Abbaye de Noirlac</b>
<b>DAY 3</b>	<b>THURSDAY 23 APRIL</b> <i>Maison de la Culture, Bourges</i>
8.30 – 9.00	<b>Registration &amp; Welcome Coffee</b>
9.00 – 9.45	<b>Institutional Openings</b> <ul style="list-style-type: none"><li>• <b>Mr. Yann Galut</b>, Mayor of Bourges (TBC)</li><li>• <b>Ms. Irène Félix</b>, President of Bourges Plus</li><li>• <b>Mr. François Bonneau</b>, President Centre-Val de Loire Region</li><li>• <b>Mr. Mathieu Cuip</b>, President of NECSTouR</li></ul> Master of Ceremonies: <b>Ms. Maguelone Hédon</b> , Director of Communications, Centre-Val de Loire Region
9.45 – 10.45	<b>High level policy debate: The new European Tourism Strategy &amp; its implications for the next Multiannual Financial Framework 2028-34</b>



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- **Ms. Mona Bjorklund**, Director Policy Coordination, European Commission DG MOVE
- **Mr. Daniel Attard**, Member of the European Parliament (TBC)

Moderator: **Mr. Mathieu Cuip**, President of NECSTouR

10.45 – 11.15 **Coffee Break**

11.15 – 12.00 **Roundtable: Shaping a Destination through Culture: Success Stories from Centre-Val de Loire**

- **Ms. Karine Gloanec Maurin**, Regional Councillor to the President, Centre-Val de Loire Region
- **Mr. Alexis Rousseau-Jouhennet**, Director, Chateau de Valençay
- **Ms. Suzanne Steen**, Development Manager, La Cyclo Bohème

Moderator: **Mr. Patrick Torrent**, Executive Director, Catalan Tourist Board

12.00 – 12.15 **Bourges 2028**

- **Mr. Pascal Keiser**, General Commissioner, Bourges 2028

12.15 – 12.20 **Closing words**

- **Mr. Mathieu Cuip**, President of NECSTouR

12.20 – 13.30 **Networking Lunch**

13.30 – 14.00 Transfer to Study Visit

14.00 – 15.00 **Study visit: Discovering Bourges 2028**

The European City of Artists project - Melina Mercouri, a legacy of Bourges 2028  
- A visual projection to discover Future Uses of the City  
*Halle au Blé*

- **Mr. Pascal Keiser**, General Commissioner, Bourges 2028
- **Ms. Marina Mousseline**, Director of Educational and Cultural Development, City of Bourges

15.00 – 15.30 Transfer by bus to Bourges train station



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