



Ελληνική Προεδρία του Συμβουλίου
της Ευρωπαϊκής Ένωσης

Hellenic Presidency of the Council
of the European Union

Présidence hellénique du Conseil
de l'Union européenne



30 Jan

High Level Conference on Coastal and Maritime Tourism

***Coastal and Maritime Tourism and Blue Growth Strategies for the EU
Promoting Business Partnership in Greece***

Athens, Monday 10 March 2014

**Acropolis Museum
Auditorium ***

DRAFT PROGRAMME

MONDAY, 10 MARCH 2014

9:00-9:30

REGISTRATION

9:30-10:45

OPENING SESSION (Welcome and keynote speeches)

09:30-09:45

Welcome address:

Ms Olga Kefalogianni, Minister of Tourism of Greece

09:45-10:00

Opening Speech:

Mr A. Samaras, Prime Minister of Greece

10:00-10:15

Keynote speeches:

Mr. Antonio Tajani, Vice – President of the European Commission (EC), Commissioner responsible for Industry, Entrepreneurship and Tourism

10:15-10:30

Ms Maria Damanaki, European Commissioner for Maritime Affairs and Fisheries

10:30–10:45

Mr. Taleb Rifai, Secretary General of the World Tourism Organization (UNWTO)

*maximum capacity: 200 persons



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10:45-12:45

INVESTING IN COASTAL AND MARITIME AND TOURISM: BUSINESS OPPORTUNITIES AND CHALLENGES

Introduction and moderator: Mr. Daniel Calleja Crespo Director General of DG Enterprise, European Commission

Mr. Michel De Blust, Chairman ECTAA, European Travel Agents' and Tour Operators' Association (TBC)

Mr. Giorgos Drakopoulos, Expert for Tourism, Member of the European Economic and Social Committee.

Mr. Isabel Garaña, UNWTO, Regional Director for Europe

Mr. Robert Marx, President of the European Boating Industry (TBC)

Dr. Ulrike Guérin, UNESCO expert, "Underwater Cultural Heritage and its Potentials for Sustainable Maritime and Coastal Tourism"

12:45-13:00

Open Discussion

13:00-14:00

LUNCH BREAK

.14:00-16:00

INFORMAL MINISTERIAL MEETING

Ms. Olga Kefalogianni, Minister of Tourism of the Hellenic Republic

Topics:

- *Communication on Coastal and Maritime Tourism*
- *Accessibility & Seasonality*
- *Council Recommendation on European Tourism Quality Principles*



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AFTERNOON SESSION

14:30-17:30

PANEL SESSIONS

14:30-16:00

SUSTAINABILITY AND DIALOGUE AMONG STAKEHOLDERS IN COASTAL AND MARITIME TOURISM

Moderator: Mr. Brian Simpson MEP, Chairman of the Parliamentary Committee of Transport and Tourism, European Parliament, (TBC)

Introductory speech: Mr. Ramón Luis Valcárcel Siso, President of the European Committee of the Regions

Mr. Kyriakos Anastasiadis, CEO Louis Cruise Lines, member of CLIA (Cruise Lines International Association Europe)

Ms. Annika Annerby Jansson, President of CPMR (Conference of Peripheral Maritime Regions of Europe), President of the regional council of Skåne (TBC)

Mr. Sotiris A. Bouzeas, CEO Greek Challenge (America's Cup) (TBC)

Mr. Roberto Perrocchio, CEO Terminal Passenger of Venice (TBC)

16:00-17:30

GROWTH AND INNOVATION FOR THE BLUE ECONOMY

Moderator: Ms. Lowri Evans, Director General, Directorate General for Maritime affairs and fisheries, European Commission

Introductory speech: Mr. Spyridon Danellis, MEP, EU Parliament's rapporteur on blue growth "Enhancing sustainable growth in the EU's marine, maritime transport and tourism sectors" (TBC)

Mr. Bernard Vanheule, EU Affairs Manager at International of Oil & Gas Producers - OGP Europe

Mr. Max Carcas, EMEC (European Marine Energy Centre) External Liaison officer

Mrs. Silvia Delgado, President INSULEUR, Network of the insular Chambers of Commerce and Industry of the EU (TBC)

Mr Santiago Mila, Deputy General Manager, Port Authority of Barcelona and Chairman of ESPO (European Sea Port Organisation) (TBC)

18:00

CONCLUSIONS



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Promoting Business Partnerships in Greece

TUESDAY, 11 MARCH 2014

MEETING ROOM: VENUE TO BE CONFIRMED

B2B NETWORKING EVENT

09:00 REGISTRATION – AVAILABLE CONTINUOUSLY DURING MATCHING SESSIONS

10:00-10:45 **WELCOME ADDRESS**

-**Costas Andropoulos, Head of Unit, SME Policy Development and Small Business Act, DG Enterprise and Industry, European Commission**

"Assisting SMEs to Access International markets"

-**Christos Kyriatzis, Acting Head of Unit, International Affairs and Missions for Growth, DG Enterprise and Industry, European Commission**

-Representative from the Hellenic Ministry of Development and Competitiveness

10:45-11:00 COFFEE BREAK

10:30-12:30 **PARALLEL B2B MATCHING SESSIONS**

- **Agri-Food/Food Processing/Aquaculture**

- **Biotech and Blue Biotech**

- **Energy**

- **ICT**

- **Tourism**

12:30-14:00 BUFFET LUNCH

14:00-18:30 **PARALLEL B2B MATCHING SESSIONS**