



HIGH-LEVEL CONFERENCE
5 April 2016, Brussels

ATTRACTING INVESTMENT IN TOURISM

Financing, upgrading skills and improving business environment to strengthen the competitiveness of the EU tourism industry.

Version: 30/03/16

Final Programme

Charlemagne Building, De Gasperi Room, Rue de la Loi 170, 1040 Brussels

Interpretation will be provided from/to: English, French, German, Spanish, Italian and Polish.

08:30 – 09:15 *Participants' arrival, registration and welcome coffee*

Morning session: **'Improving framework conditions to attract investment and maximise the use of EU funds to boost the competitive development of the tourism sector'**

09:15 – 09:45 **Welcoming remarks** by **Sławomir Tokarski**, Director of Innovation and Advanced Manufacturing, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROWTH), European Commission

Opening addresses by:

- **Elżbieta Bieńkowska**, Commissioner for Internal Market, Industry, Entrepreneurship and SMEs, European Commission
 - **Michael Cramer**, Member of the European Parliament, Chairman of the Committee on Transport and Tourism
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09:45 – 11:15 **Panel 1: 'Better use of the European Structural and Investment Funds (ESIF) to boost tourism, a growth engine for EU regions.'**

Moderator: **Colin Wolfe**, Head of Unit 'Competence Centre Smart and Sustainable Growth', Directorate-General for Regional Policy (DG REGIO), European Commission

Key note speeches:

- **Marianne Thyssen**, Commissioner for Employment, Social Affairs, Skills and Labour Mobility, European Commission
 - **Edward Zammit Lewis**, Minister of Tourism, Malta
 - **Nikolina Angelkova**, Minister of Tourism, Bulgaria
 - **Darko Horvat**, Minister of Entrepreneurship and Crafts, Croatia
 - **Dorina Bianchi**, Undersecretary of State, Ministry of Cultural Heritage and Activities and Tourism, Italy
 - **Stefano Bonaccini**, President of the Region of Emilia Romagna, Italy
 - **István Ujhelyi**, Member of the European Parliament, Vice-Chair of the Committee on Transport and Tourism, responsible for the Task Force on Tourism
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11:15 – 11:30 *Coffee Break*

11:30 – 13:00 **Panel 2: Boosting investment and improving business environment for the competitive development of the tourism sector**

Moderator: **Eduardo Santander**, Executive Director of the European Travel Commission (ETC) and representative of the Manifesto 'Tourism for Growth & Jobs'

Panel Introduction by key note speaker: **Isabella De Monte**, Member of the European Parliament, Committee on Transport and Tourism

Panellists:

- **Giorgio Chiarion Casoni**, Head of Unit 'Financing of climate change, infrastructure policies and Euratom', Directorate General for Economic and Financial Affairs (DG ECFIN), European Commission
- **Hans-Harald Jahn**, Head of Division 'Natural Resources and Agro-Industry - Projects Directorate', European Investment Bank
- **Susanne Kraus-Winkler**, President of Executive Committee of HOTREC, the umbrella association of Hotels, Restaurants and Cafés in Europe
- **Philippe Eydaleine**, Head of Public Affairs - Europe, Etihad Airways
- **David O'Brien**, Chief Commercial Officer, Ryanair
- **Riddell Graham**, Director of Partnerships, VisitScotland

Open Discussion with the audience

13:00 – 14:30 *Lunch Break*

Afternoon session: **'Supporting upgrading of skills and training mobility in the EU tourism sector'**

14:30 – 15:45 **Panel 3: Importance of upgrading the skills in the tourism sector and its role in combatting youth unemployment**

Moderator: **Detlef Eckert**, Director at the Directorate-General for Employment, Social Affairs and Inclusion (DG EMPL), Directorate: Skills, European Commission

Panellists:

- **Ana-Claudia Tapardel**, Member of the European Parliament, Committee on Transport and Tourism
- **Stefan Kapferer**, Deputy Secretary General of the Organisation for Economic Co-operation and Development (OECD)
- **Peter Janech**, Policy Adviser on International and EU Affairs in the Regional Programme for Europe, United Nations' World Tourism Organisation (UNWTO)
- **Christian de Barrin**, CEO of HOTREC, the umbrella association of Hotels, Restaurants and Cafés in Europe
- **Harald Wiedenhofer**, General Secretary, European Federation of Food, Agriculture and Tourism trade Unions (EFFAT)
- **Flavio Bucciarelli**, Vice President Operations, Europe, Africa & Middle East, Starwood Hotels & Resorts

Open Discussion with the audience

15:45 – 16:00 *Coffee Break*

16:00 – 17:15 **Panel 4: EU funding opportunities relevant for human capital related investment and skills**

Moderator: **Magda Antonioli Corigliano**, Professor of Economics and Director of the Master Course on Tourism, Bocconi University, Italy

Panellists:

- **Cláudia Monteiro de Aguiar**, Member of the European Parliament, Committee on Transport and Tourism
- **Jacqueline Pacaud**, Head of Sector 'Erasmus+: Schools, vocational education and training, skills and adult education', Directorate-General for Education and Culture (DG EAC), European Commission
- **Christos Economou**, Head of Unit 'Maritime policy Mediterranean and Black Sea', Directorate-General for Maritime Affairs and Fisheries (DG MARE), European Commission
- **Lluís Prats**, Professor, University of Girona and Erasmus Mundus European Master in Tourism Management (EMTM)
- **James Rampton**, Partner, Centre for Strategy and Evaluation Services

Open Discussion with the audience

17:15 – 17:30 **Concluding remarks** by **Corina Crețu**, Commissioner for Regional Policy, European Commission

Closing by **Carlo Corazza**, Head of Unit 'Tourism, Emerging and Creative Industries', Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROWTH), European Commission