



«INNOVATING IN TOURISM BY KNOWLEDGE AND CREATIVITY»
EU Campaign - Awareness Raising Event on Service Innovation

Date: 7th October 2011
Location: The Hotel School of Faro,
 (Largo de S. Francisco, Faro, Portugal)

| Agenda | |
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| 09:00 | Welcome and Registration of Participants |
| 09:30 | <p><u>Welcome Session</u></p> <ul style="list-style-type: none"> - João Faria, President, CCDR Algarve - António Pina, President, Turismo do Algarve - João Guerreiro, Rector, University of Algarve - Cecília Meireles, Secretary of State for Tourism |
| 10:00 | <p><u>Opening Session</u> «THE TRANSFORMATIVE POWER OF SERVICE INNOVATION IN EUROPE 2020»</p> <ul style="list-style-type: none"> - Reinhard Büscher, Head of Unit "Support for Industrial Innovation", Enterprise and Industry DG, European Commission - Allan Mayo, <i>Chairperson</i> of the EC Expert Panel on Service Innovation |
| 10:40 | Networking Break |
| 11:00 | <p><u>Morning Session</u> «KNOWLEDGE AND INNOVATION IN TOURISM DESTINATIONS» (Destination Management and Innovation Clusters)</p> <p><u>Moderator</u> - Ruben Obadia, Director, Publituris</p> <p><u>Presentations</u></p> <ul style="list-style-type: none"> - Adão Flores, Researcher, University of Algarve «Innovation and Learning Areas in the Algarve Tourism Sector» - Luís Costa, Director, Turismo de Portugal «A Research & Development Agenda for Portuguese Tourism» - Nuno Aires, Vice-President, Turismo do Algarve «The Need of a Regional Platform for Tourism Products» - Mateo Amengual, Executive Director, CIDTUR (Balearic Islands) «The Spanish Tourism Innovation Clusters experience – the Balearic case» <p><u>Round Table and Comments</u> Vítor Neto (NERA), Elidérico Viegas (AHETA), Reinhard Büscher (European Commission), Allan Mayo (EC Expert Panel)</p> |
| 13:00 | Lunch |

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| 14:30 | <p><u>Afternoon Session</u> «INNOVATION MANAGEMENT IN THE TOURIST SECTOR»</p> <p><u>Moderator</u> - Paulo Bota, European Business Advisor, Enterprise Europe Network-CCDR Algarve</p> <p><u>Presentations</u> - Isabel Caetano, Project Leader, COTEC Portugal «Knowledge and Innovation Management in Tourist Companies»</p> <p>- Rita Machado, Marketing Director, Tivoli Hotels & Resorts «Experience More – Service Innovation by Tivoli Hotels & Resorts»</p> |
| 15:20 | <p><u>Parallel Workshops</u> «INNOVATION IN TOURISM: TECHNOLOGY AND CREATIVITY»</p> <p>W1 - «TECHNOLOGY AND TOURISM - SPEEDING UP INNOVATION»</p> <p><u>MAIN PRESENTATION</u> - Miguel Payeras, Executive Director, Cluster Balears.t (Spain)</p> <p><u>Moderator</u> - Mário Candeias, General Director, Hotel Tivoli Victoria Vilamoura</p> <p><u>Rapporteur</u> - António Ramos, Head of Division, CCDR Algarve</p> <p><u>Contributions to discussion</u> Entrepreneurs from the ICT, KIS and Tourism sectors, Technology Transfer Experts, Researchers, among others</p> <p>W2 - «CREATIVE INDUSTRIES, CULTURE AND TOURISM INNOVATION»</p> <p><u>MAIN PRESENTATION</u> - Carlos Martins, President, ADDICT- Portuguese Creative Industries Cluster</p> <p><u>Moderator</u> - Alexandra Gonçalves, Councilwoman, Faro Municipality</p> <p><u>Rapporteur</u> - Elsa Freixial, Advisor, Regional Direction of Culture</p> <p><u>Contributions to discussion</u> Entrepreneurs from the Creative, Cultural and Tourism sectors, Public Officials, Researchers, among others</p> |
| 17:00 | Networking Break |
| 17:30 | <p><u>Final Reports and Closing Session</u></p> <p>- Workshop Rapporteurs - Catarina Cruz, Director, Enterprise Europe Network-CCDR Algarve - Daniel Bessa, General Director, COTEC Portugal - Reinhard Büscher, Head of Unit, Enterprise and Industry DG, European Commission</p> |

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