



European
Commission

EUROPEAN TOURISM DAY

5 MAY 2023 | BRUSSELS #EUTourism

PROGRAMME – European Tourism Day 2023

09:00-09:30

Welcoming participants

09:30-09:50

Opening:

- **Thierry Breton** - European Commissioner for Internal Market
- **Karima Delli** - Chairwoman of the Transport and Tourism Committee of the European Parliament
- **Torbjörn Haak** - Ambassador, Deputy Permanent Representative of Sweden to the European Union

09:50-10:50

Orientation debate: How to create a resilient, world-leading tourism ecosystem with innovative SMEs and thriving communities?

- **Thierry Breton** - European Commissioner for Internal Market
- **Karima Delli** - Chairwoman of the Transport and Tourism Committee of the European Parliament
- **Susanne Kraus-Winkler** - State Secretary in the Federal Ministry for Labour and Economy, Austria (TBC)
- **Nuno Fazenda** - Secretary of State for Tourism, Trade and Services, Portugal (TBC)
- **Apostolos Tzitzikostas** - Vice President of the European Committee of the Region
- **Michiel Beers** - Founder and CEO of TomorrowLand
- **Petra Stušek** - CEO at Ljubljana Tourism and President of the Board at City Destinations Alliance (TBC)

10:50-11:20

Coffee break

11:20-11:30

Transition Pathway for Tourism- progress:

- **Valentina Superti** - Director for Tourism & Proximity, DG GROW, European Commission



11:30-12:30	<p>Round table: Digital transition: towards the data space for EU tourism</p> <ul style="list-style-type: none"> ● Bjoern Juretzki - Head of unit for Data Policy and innovation, DG CNECT ● Dolores Ordonez & Jason Stienmetz - Project coordinators of the preparatory work for the data space for tourism ● Oliver Csendes - Chief Digital & Innovation Officer, Austrian National Tourism Office ● Urška Starc Peceny - Chief Innovation Officer and Lead of Tourism 4.0 Department at ARCTUR ● Mafalda Borea - Head of international business development at E-GAP
12:30-14:00	<i>Lunch</i>
14:00-14:15	<p>Keynote speech on the sustainability of tourism</p> <ul style="list-style-type: none"> ● Zurab Pololikashvili – UNWTO Secretary General
14:15-15:15	<p>Round table: Green transition: sustainable tourism services and destinations</p> <ul style="list-style-type: none"> ● Emmanuelle Maire - Head of unit for Circular Economy, Sustainable Production and Consumption, DG ENV ● Alexandros Vassilikos – President of HOTREC ● Nina Forsell - Executive manager at Finnish Lapland Tourist Board ● Eglė Bausytė-Šmitienė - Marketing expert of Hotel Romantic ● Patrizia Patti - Founder and CEO of Eco-Marine Malta
15:15-15:45	<i>Coffee break</i>
15:45-16 :45	<p>Round table: Skilling and upskilling of tourism actors</p> <ul style="list-style-type: none"> ● Manuela Geleng - Director for jobs and skills, DG EMPL ● Klaus Ehrlich - Co-coordinator of the large-scale skills partnership in tourism ● Ana Paula Pais - Head of Education and Training - Turismo de Portugal ● Fabio Viola - Founder of TuoMuseo, international art collective ● Stefan Ciubotaru - Legal officer, DG SANTE - <i>Junior Professional Programme</i>
16:45 -17:00	<p>Closing:</p> <ul style="list-style-type: none"> ● Kerstin Jorna – Director-General, DG GROW ● Héctor José Gómez Hernández - Spanish Minister of Industry, Trade and Tourism (TBC)