



European
Commission

EUROPEAN TOURISM DAY

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**ENHANCING SYNERGIES BETWEEN TOURISM AND CULTURAL
AND CREATIVE INDUSTRIES – INNOVATIVE SOLUTIONS AS
THE MAIN DRIVER FOR JOBS AND GROWTH**

LIST OF SPEAKERS

OPENING ADDRESS



Karmenu Vella

*Commissioner for Environment, Maritime Affairs and Fisheries,
European Commission*

Karmenu Vella is the European Commissioner for Environment, Maritime Affairs and Fisheries. He was born in Malta on June 1950. Mr Vella graduated in architecture and civil engineering, and later obtained a master of science in tourism management from the University of Sheffield. He was first elected to parliament in 1976 and was re-elected nine consecutive times. During his political career he has been appointed Minister for Public Works, Minister for Industry and Minister for Tourism twice. Mr Vella had also held various senior posts in the private sector. He is married with two children.

KEYNOTE ADDRESSES



Silvia Costa

Member of the European Parliament, Chair of the Committee on Culture and Education

Silvia Costa is a Member of the European Parliament and is Chair of the Committee on Culture and Education. She is member of the delegation to the EU-Albania Stabilization & Association Parliamentary Committee, Vice-Chair of the Extreme Poverty & Human Rights intergroup and of the European Tourism Development, Cultural Heritage, Way of St. James. She has been a regional councillor in Lazio responsible for education, educational rights and training as well as Deputy-Minister for University and Research, Member of Parliament and the president of the Academy of Fine Arts, Rome. She co-founded and was the first vice-president of Telefono Azzurro and was the president of the Academy of Fine Arts between 1995 and 2005. In 2003 she was honoured with the 'Grande Ufficiale della Repubblica' by the late Italian President Carlo Azeglio Ciampi.



Michael Cramer

Member of the European Parliament, Chair of the Transport and Tourism Committee

Michael Cramer has been a Member of the European Parliament since 2004, working mainly on EU transport policy. After ten years as transport policy spokesperson for the Green group, he was elected chairman of the Committee on Transport and Tourism (TRAN) in July 2014. He chairs the parliamentary platform 'Rail Forum Europe' and is member of the Cycling Forum Europe (CYFO). Between 1989 and 2004 Michael was a Member of the Berlin regional parliament and served as spokesman for transport of the Green group.

POLITICAL DEBATE: POLICIES FOR INVESTMENT IN TOURISM, CULTURE AND CREATIVITY

MODERATOR



Carlo Corazza

Head of Unit for Tourism, Emerging and Creative Industries, DG Internal Market, Industry, Entrepreneurship and SMEs, European Commission

Carlo Corazza is the head of DG GROWTH's unit on Tourism, Emerging and Creative Industries. Before that he was the spokesperson for European Commission Vice-President Antonio Tajani then head of unit on International Affairs and Mission for Growth. He began his career after he graduated in law in Rome and from 1992-1995 he was an expert on enlargement policy responsible for economic legislation harmonisation and consumer policy, food safety, health protection and standards for all candidate countries. After this Carlo was a Member of the Cabinet of Mrs Emma Bonini with responsibility for trade policy, neighbouring policy, enlargement, association agreements, internal market, consumer protection and industrial policy. From 2003 to 2008, he represented the European Commission in Italy as head of the press and then as head of the representation.

PANELLISTS



Hanspeter Wagner

Member of the Committee of the Regions, Mayor of the Municipality of Breitenwang, Austria

Hanspeter Wagner is Mayor of Breitenwang, an Austrian municipality in the Tyrol region close to the Austrian-German border, the seat of the world-leading high-tech company 'Plansee Group', and part of the 'Ausserfern', one of Tyrol's most attractive tourism destinations with four million overnight stays a year. Before becoming mayor in 2003, he was vice-mayor and a local councillor. He is the headmaster of the Königsweg lower secondary school in Breitenwang, member of the EPP Group at the European Committee of the Regions and rapporteur on 'Tourism as a driving force for regional cooperation across the EU.'



Loredana Capone

Minister for Tourism and Culture of Puglia Region, Italy

Loredana Capone is the minister for economic development and the minister for tourism and culture of the Puglia region in Italy. Before this she was the vice-president of the Puglia region. Loredana began her career as a lawyer and opened her own lawyer studio. In 1992 she was honoured with the 'toga d'onore' and in 1994 nominated as 'Magistrato Onorario presso la Procura Circondariale di Lecce.' In 1995-96 she was 'assessore tecnico' of the environment and urbanistic delegation in the municipality of Lecce. In 1997 she became member of the board of directors of the 'Università di Lecce.' In 1998 she was elected as 'segretario provinciale' and in 1999 'consigliere nazionale' of the Partito Popolare Italiano. She is married and a mother of four children.



Michalis Vamiedakis

Commissioner of Tourism, Region of Crete, Greece

Michael Vamiedakis is a regional councillor and the commissioner of tourism for the region of Crete. He is also a businessman and in 2002 founded a destination management company called Deltanet Travel, which he leads as president and CEO. The company serves over 400 000 travellers per year with a dynamic presence in more than 25 markets. In 2013 Michael also founded the hotel chain VITA Hotels, which currently has in its portfolio five hotels in Crete and Rhodes.



Lars Nordström

Vice president of the Cultural Committee of the Region of Västra Götaland, Sweden

Lars Nordström is professor emeritus in human and economic geography at the School of Business, Economics and Law at Gothenburg University. He was previously a member of the Regional Executive Board, the Regional Council of Region Västra Götaland, and chairman of the Cultural Committee. He is now the vice-president of the Cultural Affairs Committee of Region Västra Götaland. Lars has also been chairman of Reväst – the Board of Regional Research in West Sweden, chairman of the INTERCOM, the tourism working group within the CPMR (Conference of Peripheral Maritime Regions) and member of ENELC, the European Network of Local and Regional Authorities for the Implementation of the European Landscape Convention. He's also a former member of the Committee of Regions, European Union.



Peter De Wilde
CEO, VisitFlanders, President, European Travel Commission

Peter De Wilde is the president of the European Travel Commission (ETC) which is responsible for promoting Europe overseas. Peter is also the CEO of VISITFLANDERS and was a professor at the University of Antwerp, where he obtained a PhD in the Arts, Romance Languages and Literature in 2000. Prior to this he was the head of the Culture Department of the Province of Antwerp (2003–2007) and chief of the Cabinet for Culture & Tourism of the City of Antwerp (2007–2009).

PANEL 1: BEST PRACTICES OF INNOVATIVE SOLUTIONS AND INVESTMENT IN ENHANCING SYNERGIES BETWEEN TOURISM AND CULTURAL AND CREATIVE INDUSTRIES

MODERATOR



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

Magda Antonioli Corigliano is the Professor of Tourism Economics at Bocconi University Milan in Italy where she also directs the masters in economics and tourism. She is a member of the World Tourism Organization (UNWTO) and was a special advisor for tourism to the Vice-President of the EU Commission from 2010–14. Magda is also a member of the permanent committee for the Italian Ministry of Cultural Heritage and Tourism and the commission of Enit (National Tourist Agency). Prior to this she was member of AIEST, ATLAS, SIE and IFITT as well as the president (2012–14) of the Task Force Tourism European Alpine Convention (Ministry of Environment). Magda is a visiting professor in various universities and author of many publications on tourism economics and policy.

PANELLISTS



Alette Dörflinger
Senior Researcher Austrian Institute for SME Research

Alette Dörflinger has been working as a Senior Researcher at the Austrian Institute for SME Research since 2004 in the fields of industry analysis, entrepreneurship and evaluation. The Cultural and Creative Industries (CCI) has been part of her main interests and research topics for the last 15 years. She (co)authored several research and evaluation studies, analysing, for example, the overall ecosystem of the CCI, specific CCI funding programmes or the economic and innovation contribution of the sector. She has studied international business administration in Vienna.



Isabella De Monte
Member of the European Parliament

Isabella De Monte, a lawyer by training, was elected Member of the European Parliament in 2014. As a member of the European Parliament's Transport and Tourism Committee, she was appointed rapporteur for the dossier 'New challenges and concepts for the promotion of tourism in Europe,' which was adopted in plenary on 29 October 2015. She is also deputy head of the Democratic Party's Italian delegation at the European Parliament. In February 2013 she was elected senator of the XVII Legislature in Friuli Venezia Giulia in Italy. She also held the position of member of the First Constitutional Affairs Committee and Secretary of Elections and Parliamentary Immunity Committee.



Riccardo Honorati Bianchi
Permanent Representative of the Cassa Depositi e Prestiti to the EU

From Rome, Italy, Riccardo Honorati Bianchi is a lawyer with a background in community law. From 1997 to 2003, he was head of EU programmes at Europrogetti & Finanza, the leading company for EU programmes implementation in Italy. He served in the directorate-general of EU Structural Funds at the Italian ministry of economy and finance from 2003 to 2009 and in 2006 he was appointed as resident adviser at the Bulgarian ministry of finance (ESI Funds). In 2009 he moved to Cassa Depositi e Prestiti (CDP) dealing with European affairs and since July 2013 he works in the permanent representation of CDP to the EU in Brussels.



Jill Cousins
Executive Director, Europeana

Jill Cousins is the Executive Director of Europeana Foundation, building up Europeana from a project idea to an operational service. She has many years' experience in web publishing. Her past experience includes the commercial publishing world as European business development director of VNU New Media and scholarly publishing with Blackwell Publishing running their online journals service. Prior to publishing she had a variety of marketing and research careers in the information field

KEYNOTE SPEECH



Elżbieta Bieńkowska

Commissioner for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

Elżbieta Bieńkowska is European Commissioner for Internal Market, Industry, Entrepreneurship and SMEs since 2014. She was previously Deputy Prime Minister as well as Minister of Infrastructure and Development and Minister of Regional Development in Poland. She has also worked as director in the Regional Development Office at the Marshal's Office of the Silesia Region. She holds a post-graduate diploma from the Polish National School of Public Administration and a master's degree in oriental hilogy from the Jagiellonian University.

ADDRESS BY THE EUROPEAN PARLIAMENT TOURISM TASK FORCE



István Ujhelyi

Member of the European Parliament, Vice-Chair of the Transport and Tourism Committee, Chairman of the Tourism Task Force

Dr. István Ujhelyi is a Member of the European Parliament, Vice-Chair of the Committee on Transport and Tourism and responsible for the task force on tourism. Previously, he was Vice-Chair and member of the National Presidium of the Hungarian Socialist Party. After the 2010 national election he was elected to the National Assembly of Hungary and nominated as one of the deputy speakers of the National Assembly of Hungary. He graduated with a law degree from the József Attila University, Hungary.

PANEL 2: THE BETTER USE OUR CULTURAL HERITAGE FOR CREATING NEW TOURISM PRODUCTS

MODERATOR



Walter Zampieri

Head of Unit for Cultural Diversity and Innovation, DG Education and Culture, European Commission

Walter Zampieri is the European Commission's head of unit for Cultural Diversity and Innovation at the Directorate-General for Education and Culture. Before taking up his current post, he was deputy head of the coordination unit and assistant to the Director-General for Education and Culture; he was also the secretariat of the Social Protection Committee. Before joining the European Commission, Zampieri was assistant professor at the University of Central Florida and visiting professor and lecturer at the College of the Holy Cross, Worcester, Massachusetts. He holds a PhD in comparative literature from the University of Connecticut and attended the University of Padua, Italy.

PANELLISTS



Cláudia Monteiro de Aguiar

Member of the European Parliament

Cláudia Monteiro de Aguiar has been a Member of the European Parliament since July 2014. One year after the elections, her work in the European Parliament was recognised and Cláudia awarded the MEP of the year on Tourism. Since May she is the chair of the SME Europe Working Group on Tourism which has the aim of shaping EU policies in a more SME friendly way. Prior to this she was a member of the Portuguese Assembly of the Republic, serving in the Committee on Economics and Public Works and in the Committee on European Affairs. From 2008 to 2011, she was a communication and marketing consultant at Porto Bay Hotels & Resorts. Cláudia has a sociology degree with a major in social politics from Minho University and has a postgraduate degree in marketing and communication.



Dr. Armgard Maria Wippler

Deputy Director-General, Issues of SME Policy and the Service Policy, Federal Ministry for Economic Affairs and Energy, Germany

Since May 2015 Dr. Armgard Maria Wippler has been the deputy director-general at the Federal Ministry for Economic Affairs and Energy in Germany where she deals with issues of SME policy and service policy, including tourism. Dr. Wippler first joined the German Federal Ministry of Economic Affairs in 1999 and by 2003 she was working as the head of office for the federal commissioner of SME Policy. In 2009 she became section head of domestic guarantee facilities supporting German companies to survive the economic and financial crisis.



Peter DeBrine

Senior Project Officer, World Heritage Division, UNESCO

Peter DeBrine is a Senior Project Officer at the UNESCO World Heritage Centre where he spearheads the development and management of the World Heritage and Sustainable Tourism Programme. Previously he was the director of the World Heritage Alliance at the United Nations Foundation – a global community of travellers, members of the travel industry, government groups, non-governmental organisations, and the United Nations, all working together to preserve and protect World Heritage sites while supporting local communities. Peter holds an MBA from the Thunderbird School of Global Management and a bachelor's degree in chemistry from the University of Colorado, Boulder.



François Banon

Vice President, Public Affairs Communication Europe, Disneyland France

François Bannon is the Vice President Public Affairs Communication Europe at Euro Disney Group. He joined the Euro Disney Group in 2004 as Vice President Advertising, responsible for advertising, media planning, press relation product, internet and direct marketing, for all the European markets. In December 2011, he became Vice President Communication Europe and was promoted to his current position in June 2013. François began his career within the Lowe-Lintas Group where he held various positions of increasing responsibility. After being board account director of the London office in 1995, then general director of the Madrid office between 1996 and 2000, he held the position of general director of the Paris office in 2000.



Dr. Ugo Picarelli

Director, Borsa Mediterranea del Turismo Archeologico, Italy

Ugo Picarelli is a freelance journalist and the founder and director of Mediterranean Exchange of Archaeological Tourism, FareTurismo, Salerno Convention Bureau. Ugo was also a founding member and first president of the group Tourism&Hotels – Industrial Association of Salerno Province – as well as SISTUR (Italian Society of Tourism Sciences) and was its secretary general until 2012 and is currently responsible for external relations. From 2013 to 2015 he was a member of the working group 'Turismo, Agroalimentare, ExpoGen' under the special project Milan Expo 2015 of Confindustria. Ugo also graduated with honours in tourism for cultural heritage.

PANEL 3: JOINT PROMOTION OF TOURISM AND CULTURAL AND CREATIVE INDUSTRIES IN THIRD COUNTRIES

MODERATOR



Eduardo Santander

Executive Director, European Travel Commission

Eduardo Santander is a multilingual executive with broad experience in tourism marketing, advocacy and public affairs gained in diverse private companies and public institutions from the tourism and hospitality sector. He is also a guest lecturer on tourism marketing at international business seminars in a number of US and European universities. He's a frequent speaker in tourism, hospitality industry and destination marketing forums and a passionate panellist. Educated in Spain, USA and Austria Eduardo holds a PhD and MBA degree.

PANELLISTS



Ana-Claudia Țapardel

*Member of the European Parliament,
Co-chair of the Tourism Inter-Group of the European Parliament*

Ana-Claudia Țapardel is one of the youngest female Members of the European Parliament (S&D Group). She comes from Romania and is very passionate about tourism. In 2015, Claudia was elected Co-Chair of the intergroup for the Development of European Tourism and Cultural Heritage. With 140 members, the intergroup is dedicated to bringing tourism into the spotlight of European policies. In the European Parliament she is a member of three important committees: Transport and Tourism, Constitutional Affairs and Budgets. Claudia has a rich education in economics (PhD), public administration and international business.



Christos Economou
*Head of Unit, Maritime Policy Mediterranean and Black Sea,
DG Maritime Affairs and Fisheries, European Commission*

Christos Economou is a head of unit at the European Commission's Directorate-General for Maritime Affairs and Fisheries (DG MARE) with responsibility for maritime policy in the Mediterranean and Black Sea. His portfolio includes coastal and maritime tourism and maritime security. He joined the European Commission in 2000 where he worked in various positions of the Directorate-General for Mobility and Transport (DG MOVE) dealing with maritime transport, land transport and innovation in railways. His last position at DG MOVE was as interim executive director for the Shift2Rail Joint Undertaking. Prior to 2000, he worked for the European Community Ship-owners' Associations (ECSA) in Brussels. He holds a degree in business administration from the University of Athens, as well as two Master's degrees, one in European economics and another in maritime and aviation law, both from the University of Brussels.



Stefano Dominioni
*Executive Secretary,
Council of Europe Enlarged Partial Agreement on Cultural Routes*

Stefano Dominioni is the executive secretary of the Council of Europe Enlarged Partial Agreement on Cultural Routes and director of the European Institute of Cultural Routes. He oversees the Council of Europe certification of cultural route projects in the field of European history, art, and heritage across 47 Member States and the evaluation of its 32 cultural routes. Stefano is a regular speaker at European cultural heritage and tourism events and cooperates with ministries of culture and tourism, cultural routes managers, international organisations, and NGOs. Stefano also holds a PhD from Yale University.



Patrick Torrent
*President of NECSTouR, Network of European Regions
for Competitive and Sustainable Tourism*

Patrick Torrent is the executive director of the Catalan Tourist Board and the President of NECSTouR. He started his professional career in the financial sector and since 1990 he has worked in developing the tourist sector. He participated in the creation of the new Catalan Tourist Board, stimulated the definition of two strategic plans of tourism in Catalonia and coordinated the first tourist marketing plan of Catalonia. He holds a masters in industrial psychology from the University of Barcelona and a bachelor in law from the National University of Distance Education in Madrid.



Tim Fairhurst
Head of Strategy and Policy, European Tourism Association (ETOA)

Tim Fairhurst is the head of strategy and policy at the European Tourism Association (ETOA) where he develops their policy objectives and its strategy for their delivery. He is involved with EU regulatory review, liaison with the European Commission, Parliament, national bodies and NGOs. He spent 18 years in the group travel industry in Europe, North America and India, in roles from tour guiding to operations management and product development prior to joining ETOA in 2009. In-house, he currently manages the sales and market development team. External work includes EU regulatory review, industry partnerships, city tourism, lobbying and campaigns. He has studied in the UK, France and Ireland, qualified as a lawyer, and is an accredited mediator.

CONCLUDING REMARKS



Tibor Navracsics
Commissioner for Education, Culture, Youth and Sport, European Commission

Tibor Navracsics is the European Commissioner for Education, Culture, Youth and Sport. Before this he was a university professor, head of the Hungarian Prime Minister's office, Member of the Hungarian parliament, Deputy Prime Minister of Hungary, Minister of Justice and Minister of Foreign Affairs. With high youth unemployment and skills mismatch, the modernisation of education in the EU is crucial to meet the challenges of employability and innovation in the digital age. He is responsible for improving the quality and efficiency of the EU education systems. Tibor's other responsibilities focus on the education dimension of Europe's 2020 strategy, implementation of Erasmus + and EU's Youth, Sports and Culture policies.