



## ***High Level Conference on Coastal and Maritime Tourism***

### ***Coastal and Maritime Tourism and Blue Growth Strategies for the EU Europe 2020 Strategy for Growth: Promoting Business Partnership in Greece***

***Athens, Monday 10 March 2014***

**Acropolis Museum**

## **PROGRAMME**

### **Monday, 10 March 2014**

9:00-9:45

REGISTRATION

**9:45-10:45**

**OPENING SESSION (Welcome and keynote speeches)**

09:45-10:00

Welcome address:

**Ms. Olga Kefalogianni**, Minister of Tourism of Greece

10:00-10:15

Keynote speeches:

**Ms. Maria Damanaki**, European Commissioner for Maritime Affairs and Fisheries

10:15-10:30

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

10:30-10:45

**Recorded Message of Mr. Antonio Tajani**, Vice – President of the European Commission, Commissioner for Industry, Entrepreneurship and Tourism

**10:45-11:15**

***Coffee Break***



**11:15-13:00**

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

**Introduction and moderator: Mr. Pedro Ortún**, Director of Unit Service Industries -DG Enterprise, European Commission

**Introductory Speech: Mr Panayiotis Michalos**, Secretary General for International Economic Relations and Development Cooperation, Ministry of Foreign Affairs of Greece

*"Greece: a Dynamic Blue Economy"*

**Ms. Isabel Garaña**, UNWTO, Regional Director for Europe

*"Challenges and Opportunities for Maritime Tourism in the EU and Global"*

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

*"Innovative Practices and Challenges: A Sectoral Perspective"*

**Mr. Georgios Drakopoulos**, Special Adviser, United Nations World Tourism Organisation (UNWTO), Counselor, European Economic and Social Committee (EESC)

*"Blue Growth and Tourism: Policy Priorities from a PPP Perspective"*

**Mr. Robert Marx**, President of the European Boating Industry

*"The Under-Exploited Potential of European Nautical Tourism"*

**Dr. Ulrike Guérin**, UNESCO expert

*"Underwater Cultural Heritage and its Potentials for Sustainable Maritime and Coastal Tourism"*

**13:00-14:30**

**Lunch**

**13:00-13:30**

**Ministerial Lunch**

**13:30-15:30**

**INFORMAL MINISTERIAL MEETING**

**Ms. Olga Kefalogianni**, Minister of Tourism of Greece

Topics:

- *Communication on Coastal and Maritime Tourism*
- *Accessibility*
  
- *Council Recommendation on European Tourism Quality Principles (Briefing from the European Commission)*

**15:45-16:00**

**FAMILY PHOTO**

**16:00-16:30**

**PRESS CONFERENCE**



## AFTERNOON SESSION

14:30-17:30

### Panel Sessions

14:30-16:00

### SUSTAINABILITY AND DIALOGUE AMONG STAKEHOLDERS IN COASTAL AND MARITIME TOURISM

**Moderator: Mr. Franz Lamplmair**, Advisor of Maritime Policy - DG Mare, European Commission

**Introductory speech: Mr. Adam Banaszak**, Member of the Committee of the Regions (Rapporteur on Blue Growth), Vice President of the Assembly of Kujawsko-Pomorskie Region

*"How can Regions Support Synergies and Dialogue between Stakeholders?"*

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

*"Do Regions and Ports Live Up to the Challenges?"*

**Mr. Loïc Bonnet**, CEO of Dream Yacht Charter

*"The Yachting Perspective"*

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

*"The Future of Sailing"*

**Mr. Rafael Moreno**, General Director of the European Federation of Nautical Tourism Destinations- FEDETON

*"The Nautical Sports"*

**Mr. Mario Sommariva**, Secretary General of Port Authority of Levante (Bari, Barletta, Monopoli)

*"What Challenges and What Opportunities for Cruise and Nautical Tourism?"*

16:00-16:15

### Coffee Break

16:15-17:45

### 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**, Member of the European Parliament (Rapporteur on Blue Growth)

*"Enhancing Sustainable Growth in the EU's Marine, Maritime Transport and Tourism Sectors"*



**Mr. Dimitris Valachis**, Chairman of Federation of Greek Maricultures & Andromeda Group, CEO (Aquaculture)

*"The Role of Aquaculture in Blue Growth Scenarios"*

**Mr. Pavlos Damianidis**, Vice-President of Conference of Peripheral Maritime Regions of Europe (CPMR), Deputy Regional Governor of East Macedonia and Thrace

*"Blue Growth Opportunities and Environmental Challenges – A Coastal Regions' Perspective"*

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

*"What can Marine Energy Contribute to Coastal Regions?"*

**Mr. Juan Gual de Torrella Guasp**, President INSULEUR, Network of the Insular Chambers of Commerce and Industry of the EU

*"Specific Issues for Islands and Remote Areas"*

**17:45**

**Conclusions**



## Conference on “Intense On-line Marketing and New Tools: Challenges and Perspectives”

*Athens, Tuesday 11 March 2014*

**Museum of Cycladic Art  
Nicholas and Dolly Goulandris Foundation  
Stathatos Mansion**

**Tuesday, 11 March 2014**

**09:00**            **Arrival**

**09:00-09:30**    **Registration**

**09:30-10:00**    **Opening Remarks**

**Ms. Olga Kefalogianni**, Minister of Tourism of Greece

**Ms. Isabel Garaña**, UNWTO, Regional Director for Europe

**Ms. Teodora Marinska**, European Travel Commission, Finance Manager

**10:00-11:15**    **Session 1: The Power of Sharing Economy: Is this the End of Tourism as We Know it?**

**Moderator: Mr. Manolis Psaros**, Managing Director, About Tourism

**Mr. Chad Shiver**, Senior DMO Sales Executive, Trip Advisor

**Ms. Katrin Schmidt**, Public Policy, Airbnb.com

**Mr. Alex Trimis**, CEO & Cofounder, dopios.com  
Q & A

**11:15-11:45**    **Coffee Break**

**11:45-13:15**    **Session 2: Trends & Developments in Travel & Tourism**

**Moderator: Mr. Costa Dedegikas**, Technology Manager, SNF New Media Lab,  
SFU, Google representative

**Ms. Elisa Domenech**, Project Manager, Segittur



**Mr. Dimitrios Buhalis**, Director of eTourismLab, Bourbemouth University  
Q & A

**13:15-14:30**      *Light Lunch*

**14:30-16:00**      **Session 3: Tourism & Travel Apps**

**Moderator: Mr. Dimitris Serifis**, CEO & Co-Founder, Nelios.com

**Mr. Jason Frydakis**, Smart TV Content Manager, Samsung Electronics Hellas

**Mr. Alex Karageorgis**, Managing Director of Think Digital

**Mr. Konstantinos Kontos**, iOS Engineer, SNF New Media Lab, SFU  
Q & A

**16:00-16:30**      **Closing Remarks**