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#### COMMITTEE ON TRANSPORT AND TOURISM

## HOW TO KEEP EUROPE AT NUMBER ONE? EUROPEAN TOURISM'S CHALLENGES AND RESPONSES

# Hearing - Draft Programme Brussels, 14 April 2015 15:00 - 18:30 József Antall Building - Room JAN 4Q1

## Opening by Michael CRAMER, Chairman TRAN Committee

- 15.05 Introductory remarks by Isabella De Monte, Rapporteur
- 15.10 Remarks by Commission, Pedro Ortùn, Director DG GROW
- 15.20 PART I. Digitalization of SMEs and Sharing Economy: Need to adapt?

*Presentations by the following organisations (7 minutes per speaker):* 

- Nick Hall, Director
   Digital Tourism Think Tank
- Juan-Jesus Garcia, Senior Advisor Industry Affairs Amadeus
- Marco Torregrossa, Managing Director **European Sharing Economy Coalition**

Questions and answers: approx. 30 minutes

## 16.10 PART II. Branding Europe as high quality destination: Need to promote?

Presentations by the following organisations (7 minutes per speaker):

Eduardo Santander, Executive Director
 European Travel Commission (ETC)

- Tom Jenkins, Executive Director
   European Tour Operators Association (ETOA)
- Antonio Barreca, Director General
   Federturismo Confindustria, the Italian Association of Travel and
   Tourism Industry

Questions and answers: approx. 30 minutes

### 17.00 PART III. Sustainable and Responsible Tourism: A new trend?

*Presentations by the following organisations (7 minutes per speaker):* 

- Herbert Hamele, President
   European Network for Sustainable Tourism Development
   (Ecotrans e.V.)
- Boris Camernik, Secretary General **Danube Competence Center (DCC)**
- Regine Gwinner, Editor in chief of Travel Magazine
   Verträglich Reisen fairkehr GmbH

Questions and Answers: approx. 30 minutes

## 17.50 PART IV. Coastal and Maritime Tourism: How to boost growth and jobs?

Presentations by the following organisations (7 minutes per speaker):

- Joao Fonseca Ribeiro, Director General for Sea Policy **Ministry of Agriculture**
- Marco Digioia, Director of Government Affairs
   Cruise Lines International Association (Clia Europe)

Questions and Answers: approx. 20 minutes

#### 18.20 Concluding remarks by Rapporteur

Concluding remarks by the Chair