

EUSAIR MACROREGIONAL STRATEGY FOR TOURISM AND TRANSPORT: WESTERN SILK ROAD OPPORTUNITIES

*Ca' Vendramin Calergi Palace-Casinò di Venezia, Cannaregio 2040
Venice, 20 January 2018*

8:30 – Registration and speakers get together

9:15 – Welcome remarks

- Mr. Luigi Brugnaro (Mayor of Venice)
- Mr. Nicola Favia (Chairperson of the Governing Board EUSAIR)

9:30 - Relevance of coordinated policies in the dialogue between the Mediterranean and China

- Hon. Gari Cappelli (Minister of Tourism – Croatia)
- Hon. Ilaria Borletti Buitoni (Undersecretary of State for Tourism – Italy)
- Mr. Du Yiang - TBC (Deputy Chairperson National Tourism Authority-China)
- Mr. George Tziallas (Secretary General for Tourism - Greece)
- Mr. Zhu Shanzhong (Executive Director UNWTO)

10:30 – Maritime Silk Road and Adriatic-Ionian Region: towards a coordinated strategy in tourism

- Mr. Andrea Canapa (Fondazione Italia-Cina) - Moderator
- Mr. Francesco Palumbo - TBC (DG Tourism- Ministry of Culture and Tourism - Italy): ECTY 2018
- Ms. Alessandra Priante (Head of International for Tourism - Italy): EUSAIR tourism strategy and the Silk Road
- Ms. Aikaterini Kontoudaki (Head of International and EU Affairs, Ministry of Tourism – Greece): Greece and the Silk Road
- Ms. Jenna Qian (Vice President Ctrip – China): The Mediterranean Silk Road
- Mr. Auron Tare (DG National Coastline Agency- Albania): Underwater tourism and Mediterranean Silk Road
- Mr. Antonio Preiti (Vice President European Travel Commission): Unified branding in the promotion of “Europe”

- Prof. Mara Manente (Ca' Foscari University- Italy): The academia and the "Silk Road" project
- Ms. Paola Mar (City Council of Venice - Italy): The 5 cities network

11:30 – Maritime Silk Road and Adriatic-Ionian Region: towards coordinated cruise and territorial developments

- Mr. Pierluigi Coppola (EUSAIR lead coordinator for infrastructure strategy) - Moderator
- Mr. Zeno D'Agostino (President of the Port Network Authority of the Eastern Adriatic Sea, Port of Trieste and President of Assoporti, Ports Association - Italy): Developing port infrastructure in the macroregion
- Mr. Pino Musolino (President Venice Port Authority): Developing port infrastructure in the macroregion
- Mr. Nikola Konjević – TBC (Director of Port of Kotor - Montenegro): Developing port infrastructure in the macroregion
- Mr. Paolo Costa (Ca' Foscari University - Italy): Venice and the Maritime Silk Road
- Mr. Giovanni Campeol (Regione Veneto – Italy): Developing inland accessibility and tourism attractiveness

12:30 – Hon. Claudio DeVincenti (Minister of Territorial Cohesion and Mezzogiorno – Italy): Summing up and follow up activities

13:00 – 14:00 Light lunch

14:00 – 15:30 Networking and follow up meetings

Light refreshment available throughout the conference