

Business & Sustainable tourism

CAST final Conference

21 June 2010 - European Parliament (room A3- H1)
Under the High Patronage of M. Gianni PITTELLA,
Vice President of the European Parliament

17.00: Welcome Address

- André MARCON, Vice-President of ACFCI, in charge of tourism

17.10: International perspective:

Green economy & Tourism: what role for SMEs?

- Geoffrey LIPMAN, Advisor to the United Nations World Tourism Organisation

17.20: Environmental practices of tourism SMEs in 6 EU regions

- Scott McCABE, Nottingham University, Tourism and Travel Research Institute

17.40: Local approaches:

How to engage tourism SMEs towards environmental practices?

Panel of 6 local partners:

- Elena BUSSOLATI (Unioncamere Lombardia) / Sophie GUETTA (CCI Languedoc Roussillon) / Aleka KOSMA (CCI Corfu) / Orsolya MÁRTON (CCI Heves) / Peter GORNISCHEFF (CCI Estonia) / Javier DIAZ (CCI Toledo)

Moderated by Claire SOVIGNET, head of tourism department, ACFCI

18.00: Roundtable on perspectives of CAST :

CCI & tourism in the future framework of the EU strategy for tourism

- Giovanni Antonio COCCO – General Director of Isnart - Unioncamere, Italy
- Antoni GRIMALT, Secretary General of Mallorca CCI, Presidency of INSULEUR (Network of the Insular Chambers of Commerce and Industry of the EU)
- Paolo BONGINI – General Director Tuscany Region - Presidency of NECSTOUR (tbc)

Chair and conclusions : André MARCON, Vice-President of ACFCI, in charge of tourism

18.45: Institutional perspectives

- M. Pedro ORTÚN – Director, DG Enterprise and Industry - European Commission
- M. Gianni PITTELLA – Vice-President of the European Parliament

19.30: Networking cocktail



Registration :

Sylvie BARON : s.baron@acfcj.cci.fr; TEL : +32 2 221 0422

For further information:

Claire SOVIGNET : c.sovignet@acfcj.cci.fr TEL : +33 1 40 69 37 64

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