

### Europe: the taste for travelling

Ako jediná slovenská registrovaná firma sa zúčastnila namedzinárodnú konferenciu a B2B stretnutia Europe: the taste for travelling“, ktoré boli organizované Európskou komisiou), pri príležitosti EXPO Milano 2015 - Food Tourism Week. Konferencia a B2B stretnutia sa konali dňa 28. septembra 2015 v priestoroch zastupiteľstva Európskej komisie v Miláne, kde sa stretli zástupcovia spoločností, klastrov a inštitúcií zo 40 krajín.

**Zdroj:** Európska komisia

 CONFERENCE AND B2B ON FOOD-TOURISM "Europe: the taste for travelling" MILAN, 28 September 2015 On the occasion of EXPO Milano 2015 - Food Tourism Week Programme	
 Under the patronage of:  Regione Lombardia	
<b>Venue:</b> Palazzo delle Stelline Corso Magenta, 61, Milan – Sala Volta	
8:30 – 9:15	Participants' arrival and registration – welcome coffee
9:15 – 9:40	<b>Welcome addresses</b> Mr Fabrizio Spada, Head of Representation of the European Commission in Milan Mr Giancarlo Caratti, Head of the Task Force EXPO, Joint Research Centre, European Commission Mr Mauro Parolini, Regional Minister for Tourism of Regione Lombardia Mr Federico Caser, Regional Minister for Tourism of Regione Veneto
9:40 – 10:00	Keynote speech by Mr Antonio Tajani, First Vice-President of the European Parliament

10:00 – 11:00	<b>Panel 1: food-tourism trends</b> Introduction and Chair Prof. Magda Antonoli Corigliano, Director of the Master Course on Tourism Economy, Bocconi University Mr Alberto Clivio, Member of the Committee on the Environment, Public Health and Food Safety, European Parliament Ms Isabel Garana, Regional Director for Europe, United Nations World Tourism Organization (UNWTO) Mr Alain Dupeyras, Head of the Tourism Unit, Organization for Economic Cooperation and Development (OECD) Ms Penelope Deau, Director of the European Institute of the Cultural Routes, Council of Europe, "The Council of Europe's cultural routes: linking Europe's food heritage" Q&A
11:00 – 12:00	<b>Panel 2: tourism as a driver for the quality food sector</b> Introduction and Chair Mr Carlo Corazza, Head of Unit Tourism, Emerging and Creative Industries of Directorate General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission Mr Andrea Corsini – Regional Minister for Tourism of Regione Emilia Romagna "Integrating the gastronomic offer into the tourism promotion strategy" Ms Gwendal Poullennec, Secretary General of the Michelin Guide, "an international reference to promote local gastronomy" Mr Elisa Puleo, Associate Director Food & Beverage Europe, Africa & Middle East, Starwood Hotels and Resorts, "The evolution of food experience in the hotel industry" Mr Borja Saracho, Robinson Crusoe Treasure, "The sea treasure - Crusoe Treasure" Q&A

12:00 – 13:10	<b>Panel 3: promoting food-tourism</b> Introduction and Chair Mr Pedro Ortun, Principal Advisor of the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission Mr Miguel Gallego, Communication Manager of the European Travel Commission (ETC) "TastingEurope.com: The European food fairs & festivals platform" Mr Vincent Perrin, General Director of Le Comité Champagne "Wine-tours in Champagne" Ms Gwen Raex, Marketing Manager of Visit Scotland, "Scotland – serving up delicious flavours amidst stunning scenery" Mr Kenay Dunn, CEO of Eating Europe Tours, "Giving Tourists Access into Local Food Culture through Guided Culinary Experiences" Ms Hege Anita Eilertsen, The Viking Route, "A taste of the Viking Age" Q&A
13:10 – 13:15	Concluding remarks by Mr Pedro Ortun
13:15 – 14:30	Lunch break and tasting of typical products
14:30 – 19:30	<b>B2B event</b> Introductory remarks by Mr Federico Bega, PROMOS Milan Chamber of Commerce