



## THE MEDITERRANEAN AS AN INNOVATIVE, INTEGRAL AND UNIQUE DESTINATION FOR SLOW TOURISM

### OPENING CONFERENCE MED PEARLS PROJECT

Barcelona, 19 November 2019

[Sant Pau Art Nouveau Site](#) (Sala Francesc Cambó)  
Carrer Sant Antoni Maria Claret, 167 - 08025 Barcelona

09:30 – 10:00	Registration of participants
10:00 – 10:05	<b>Welcome words &amp; Introduction</b> <b>David Font i Simon</b> , CTB director
10:05 – 11:35	<b>Med Pearls: Uptaking innovation in Slow Tourism for the excellence of the Mediterranean</b> Moderated by: <b>Blanca Cros i Moll</b> , CTB Head of European Projects <ul style="list-style-type: none"><li>▪ <b><i>Trends on Slow Tourism: the evolution</i></b> <b>Roberto Greco</b>, APS Mediterranean Pearls President <b>Katja Hofbauer</b>, Alpine Pearls</li><li>▪ <b><i>Setting the scene: The Med Pearls EU co-funded project</i></b> <b>Blanca Cros i Moll</b>, CTB Head of European Projects</li><li>▪ <b><i>Scaling up existing experiences: An integral approach by the MED Pearls Consortium partners</i></b> <b>Marion Kussmann</b>, Confederation of Egyptian European Business Associations <b>Lazaros Panagiotidis</b>, Municipality of Thessaloniki <b>Lamees Shakhshir</b>, Discovery Travel &amp; Tourism LLC <b>Roberto Greco</b>, APS Mediterranean Pearls <b>Imad Atrash</b>, Palestine Wildlife Society <b>Dr Alaa Ezz</b>, Alexandria Chamber of Commerce</li></ul>

11:35 – 11:45	<p><a href="#">The Med Pearls Project in the frame of the ENI CBC Med programme</a></p> <p><b>Alejandro Lafarga</b>, Programme Officer for ENI CBC MED Programme Branch Office for the Western Mediterranean</p>
11:45 – 12:30	<p><a href="#">Roundtable: Establishing synergies with Local Experiences</a></p> <p>Moderated by: <b>Damià Serrano</b>, CTB Director of Marketing of Experiences and Research</p> <ul style="list-style-type: none"> <li>- <b>Albert Folch Giró</b>, Attached to the direction of Terres de l'Ebre, Tourist Board of the Deputation of Tarragona</li> <li>- <b>Carles Gibert i Bernaus</b>, Provincial Deputy and Vice President of the Board of Economic Promotion of the Deputation of Lleida</li> <li>- <b>Xavier Font i Urgell</b>, Head of the Technical Office of Tourism, Deputation of Barcelona</li> </ul>
12:30 – 13:15	<p><a href="#">Roundtable: Establishing synergies with European initiatives</a></p> <p>Moderated by: <b>Sandra de Puig</b>, Head of Policy and Knowledge, NECSTOUR</p> <ul style="list-style-type: none"> <li>- MED SUSTAINABLE TOURISM COMMUNITY (INTERREG MED) - <b>Josep Rodriguez</b>, Deputation of Barcelona</li> <li>- MEDUSA (ENI CBC MED) - <b>Albert Rodríguez de Gea</b>, Project Manager - Barcelona Chamber of Commerce</li> <li>- MED GAIMS (ENI CBC MED) – <b>Ester Toledo</b>, Smart City manager - Vilanova i la Geltrú's innovation agency Neàpolis</li> <li>- Conference of Peripheral Maritime Regions (CPMR) - <b>Claudia Guzzon</b>, Project and Policy officer</li> </ul>
13:15 – 13:30	<p><a href="#">Closing remarks and Press briefing</a></p> <p><b>David Font i Simon</b>, CTB director</p>
13:30 – 14:30	Networking Lunch

*Simultaneous Translation available (English – Catalan)*

[www.enicbcmed.eu/projects/med-pearls](http://www.enicbcmed.eu/projects/med-pearls)