

## **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**

#### **9:00 – Welcome remarks**

- Mr. Luigi Brugnaro (Mayor of Venice)
- Hon. Li Ruiyu – TBC (Ambassador - China)
- Mr. Nicola Favia (Chair of the Governing Board EUSAIR - Italy)

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

- Hon. Gari Cappelli (Minister of Tourism – Croatia)
- Hon. Ilaria Berlotti Buitoni (Undersecretary of State for Tourism – Italy)
- Mr. Jinzao Li - TBC (Chairman of the National Tourism Authority - China)
- Mr. George Tziallas (Secretary General for Tourism - Greece)

#### **10:30 – Western Silk Road**

- Mr. Zhu Shanzhong - TBC (Executive Director UNWTO): Silk Road initiative

#### **10:45 – 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): National Strategic Plan and Silk Road - EuCTY 2018
- Mr. Dai Bin - TBC (President of the Tourism Academy - China): The Mediterranean Silk Road
- Mr. Auron Tare (DG National Coastline Agency- Albania): Underwater tourism and Mediterranean Silk Road
- Ms. Aikaterini Kontoudaki (Head of International Affairs, Ministry of Tourism – Greece): Greece and the Silk Road

- Ms. Alessandra Priante (Head of International for Tourism - Italy): EUSAIR tourism strategy and the Silk Road
- Ms. Jenna Qian (Vice President Ctrip – China): The Mediterranean Silk Road
- Mr. Antonio Preiti – TBC (Vice President European Travel Commission): Territorial coordination in tourism policies
- Mr. Manfredi Lefebvre d'Ovidio – TBC (Silversea Cruises): Cruise sector development
- Prof. Mara Manente (Ca' Foscari University- Italy): Silk Road Academic Network
- Ms. Paola Mar – TBC (City Council of Venice - Italy): The 4 cities network

### **11:45 – Maritime Silk Road and Adriatic-Ionian Region: towards coordinated cruise and territorial developments**

- Mr. Pierluigi Coppola (EUSAIR lead coordinator for infrastructure strategy) - Moderator
- Ms. Haricleia Laboglou – TBC (Ministry of Infrastructures and Transport - Greece): Developing port infrastructure in the macroregion
- Mr. Zeno D'Agostino (President of the Port Network Authority of the Eastern Adriatic Sea, Port of Trieste and President of Assoport, Ports Association - Italy): Developing port infrastructure in the macroregion
- Mr. Nikola Konjević – TBC (Director of Port of Kotor - Montenegro): Developing port infrastructure in the macroregion
- Mr./Ms. \_\_ TBA\_\_ (\_\_\_\_ Port Authority S.A. – \_\_\_\_): 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
- Mr./Ms. \_\_ TBA\_\_ (Asian Infrastructure Investment Bank): Project financing

### **12:45 – Hon. Claudio DeVincenti (Minister of Territorial Cohesion – Italy): Summing up and follow up activities**

### **13:15 – 14.15 Light lunch**

### **14:15 – 15:30 Networking and follow up meetings**