



Pan-European dialogue between cruise operators, ports and coastal tourism stakeholders

5 and 6 March 2015

Square Conference Centre, rue Mont des Arts, B-1000 Brussels

Draft Program

Thursday, 5 March 2015

10h00 – 11h00 - Registration. *Welcome coffee.*

11h00 – 11h30 - Opening Session:

Karmenu Vella, EU Commissioner for Environment, Maritime Affairs and Fisheries

Elżbieta Bieńkowska, EU Commissioner for Internal Market, Industry, Entrepreneurship and SMEs

Martins Lazdovskis, Presidency of the Council of the EU, State Secretary of the Ministry of Economics of Latvia

Gesine Meissner, Member of the European Parliament (EP), President of the Intergroup on Seas, Rivers, Islands and Coastal Areas

Artur Mas, President of Catalonia (tbc)

11h30 – 12h00 Keynote Speakers:

Taleb Rifai, Secretary-General of the World Tourism Organization (tbc)

Pierfrancesco Vago, Executive Chairman MSC Cruises, Chairman of the Cruise Lines International Association (CLIA) Europe

Santiago Garcia-Milà, Chairman European Sea Ports Organization (ESPO)

Antonio Deudero, Director General for ports and airports of the Regional Government of the Balearic Islands, on behalf of the Conference of Peripheral Maritime Regions (CPMR)

12h00 – 13h30 – Session 1: Ports for the Future - managing congestion and other challenges, building solutions for the future

How to manage port congestions, berthing plans, how to attract investment (public vs. private investments) and guarantee the sustainability of investments for the future, challenges in terms of passengers' terminals, improvement of infrastructures (including port reception facilities), guaranteeing safety and security in the maritime operations side, innovative ways to connect ports to inland attraction.

Moderator: **Beate Gminder**, Head of Unit, DG for Maritime Affairs and Fisheries (MARE), European Commission

Adam Sharp, Northern Europe Port Services Manager Royal Caribbean, Chairman of CLIA Europe Ports and Destinations Sub-Committee

Stavros Hatzakos, General Director Port of Piraeus, Chair of the ESPO network for cruise ports

Carla Salvado, Marketing and Cruise Director Port of Barcelona, President of Med Cruise

Michel Nestour, VP Global Port and Destination Development, Carnival Corporation

Massimo Cingolani, Lending Operations in Europe, Adriatic Sea Department, Western Balkans Investment Framework European Investment Bank, (EIB) (tbc)

13h30 – 15h00 – *Walking Lunch*

15h00 – 16h30 - Session 2: Environmental sustainability - greener solutions for the cruise sector

Discussion themes include: innovative solutions for greener ships and ports, clean energy, environmental and social impacts on destinations.

Moderator: **Christine Berg**, Head of Unit, DG Transport, European Commission

Tom Strang, Senior Vice President Costa Crociere Spa, Chairman of CLIA Europe Environment, Safety and Security Sub-Committee

Isabelle Ryckbost, Secretary General ESPO

Monika Stankiewicz, Executive Secretary, Baltic Marine Environment Protection Commission - Helsinki Commission (HELCOM)

Geert Smit, Senior Consultant International Department Panteia BV

Guido Van Meel, Secretary General Euroshore International

Hrvoje Carić, Croatian National Institute for Tourism

16h30 – 17h00 – *Coffee Break*

17h00 – 18h30 – Session 3: The shared return - cruise tourism opportunities for coastal economies

How to create added value for coastal destinations, how to involve the full tourism chain in the promotion of cruise tourism, improving the image of cruise tourism in coastal populations, involvement of tourism city boards in policy planning, tourism development models, marketing and promotion of destination tools (including promotion in overseas markets, benefits of the joint promotion of destinations), skills improvement.

Moderator: **Pedro Ortún**, Director, DG for Internal Market, Industry, Entrepreneurship and SMEs (GROW), European Commission

Gianluca Suprani, Head of Global Port Development and Shore Activities, MSC Cruises

Giuliano Gallanti, President of the Port Authority of Livorno

Ignasi De Delas, President of European Cities Marketing (ECM) (tbc)

Evaggelia Stefanidaki, Senior researcher, University of Aegean

Amanda Jane Maciver, Stornoway Port Authority

20h00 – Gala Dinner

Friday, 6 March 2015

09h00 – 10h30 - Session 4: A new impetus for regional cooperation in cruise tourism

How to best promote regional cooperation, governance, networking and clustering, innovative inland offers/products, challenges and opportunities for the hospitality sector.

Moderator: **Hubert Gambs**, Director, DG MARE, European Commission

Mario Sommariva, Senior Adviser, Port of Bari

Christian de Barrin, CEO, Hotels, Restaurants and Cafes in Europe (HOTREC)

Jan Korthoutd, Director of Flanders Tourism International Department, Executive Committee Member of Network of European Regions for a sustainable and Competitive Tourism (NECSTOUR)

Colette Koyry, President of the International Chamber of Commerce of Guadeloupe, Vice- President of Network of the Insular Chambers of Commerce and Industry of the EU (INSULEUR)

Zacharias Siokouros, President Maritime Institute of Eastern Mediterranean

10h30 – 11h00 – Coffee Break

11h00 – 12h30 - Parallel Workshops:

(1) Challenges and Opportunities for Cruise Tourism in the Atlantic Ocean, the North Sea and the Arctic

Moderator: **Matjaz Malgaj**, Head of Unit, DG Environment, European Commission

Ivonne Brown, Vice President of Sales, Hebridean princess

Steven Young, Director of Port Services and Government Affairs, Carnival UK

Jens Skrede, Managing Director of Cruise Europe

Marina Ferreira, Chairman of the Board of Directors, Port of Lisbon

Ilja Leo Lang, Association of Arctic Expedition Cruise Operators (AECO)

(2) Challenges and Opportunities for Cruise Tourism in the Baltic Sea

Moderator: **Francesca Tudini**, Head of Unit, DG GROW, European Commission

Harald von der Osten-Sacken, VP Destination Management, AIDA Cruises (tbc)

Claus Bødker, Director, Cruise Baltic

[...], representative from the Port of Riga

Nyrki Tuominen, Director, Economic Development Division of the City Executive Office of Helsinki

Ellen Kaasik, Head of Quality and Environmental Management department, Port of Tallin (tbc)

Sylvia Bretschneider, President of the Baltic Sea Parliamentary Conference (BSPC)

(3) Challenges and Opportunities for Cruise Tourism in the Mediterranean Sea and the Black Sea

Moderator: **Franz Lamplmair**, Senior adviser, DG MARE, European Commission

Luigi Pastena, Manager, Port Captain, Port Operations Department, MSC Cruises (tbc)

Roberto Ferrarini, VP Port & Destination Management, Costa Cruises (tbc)

John Portelli, General Manager, Roma Cruise Terminal

Laurent Monsaingeon, Director, French Riviera Ports

Francesco di Cesare, President, Risposte Turismo

Georgios Tsalonis, Regional Councillor of Central Macedonia in charge of Tourism, on behalf of CPMR

12h30 – 13h00 – Conclusions

Daglas Koraca, Croatian Deputy Minister for Tourism (tbc)

Antti Peltomäki, Deputy-Director General, DG for Internal Market, Industry, Entrepreneurship and SMEs

Note: Interpretation available in English, French, Spanish and Italian during the plenary sessions of the conference.