

**GENERAL PRACTICAL INFORMATION**  
**On the 7th European Tourism Forum**  
**(Bordeaux/France, 17/19 September 2008)**

**1/ Status and purpose**

- ▶ **Status:** European Tourism Forum
- ▶ **Purpose:** The European Tourism Offer – Informal exchange of views between participants

**2/ Dates and venue**

- ▶ **Date:** Wednesday 17, Thursday 18 and Friday 19 September 2008
- ▶ **Venue:** Théâtre du Casino, Barrière du Bordeaux  
rue du Cardinal Richaud  
33000 Bordeaux Lac (France)

**3/ Participants**

- ▶ **States and institutions represented:** Member States + Turkey, Croatia, Former Yugoslavian Republic of Macedonia (FYOM) + European Commission, European Parliament, Committee of the Regions, European Economic and Social Committee
- ▶ **Level:** Ministers, European Commissioner, Members of the European Parliament and tourist-industry professionals
- ▶ **Total number of participants:** approximately 500

**4/ Programme**

- ▶ **Duration:** from 7pm on Wednesday 17 to 12.30pm on Friday 19 September
- ▶ **Programme:**

**Wednesday, 17 September**

7pm                      Welcome (issue of accreditations) – Opening of the European Destinations of Excellence (EDEN) 2008 exhibition stands

## Thursday, 18 September

8.30am Welcome - coffee

9am - 9.45am Welcome speeches

- Alain Juppé, Mayor of Bordeaux
- Manuel Pinho, Minister for the Economy and Innovation of Portugal, host country of the 2007 Forum
- Günter Verheugen, Vice-President of the European Commission
- Hervé Novelli, French Minister of State for Commerce, Craft Trades, Small and Medium-sized Enterprises, Tourism and Services

9.45am - 10.30am World Tourism Demand Trends

*Panellists:*

Francesco Frangialli, Secretary-General of the World Tourism Organization (UNWTO)

Henri Giscard D`Estaing, Chairman and CEO of Club Med

*Moderator:* Pedro Ortun, Director, Directorate-General for Enterprise and Industry, European Commission

10.30am - 11am Coffee break

11am - 12.30pm Panel 1: Europe's Adaptability to World Tourism Demand Trends

*Moderator:* German Porras, Former Secretary-General for Tourism, Spain

*Rapporteur:* Richard Denman, Director, The Tourism Company

*Panellists:*

Analysis of trends and changes in global demand, Arthur Oberascher, President of the European Travel Commission

Europe's attractiveness for tourists from emerging markets: the Indian perspective, Ajay Prakash, National General Secretary of the Travel Agents Federation (TAFI), India

Developing Pan-European themed cultural segments, Ossian Stiernstrand, Director of Development, Göteborg & Co, Destinations Development Organisation, Gothenburg Region

Debate

1pm - 2.30pm Lunch

- 2.30pm – 4pm Informal Ministerial Meeting (parallel session)
- 2.30pm – 4pm Panel 2: Integrating Competitiveness and Sustainability Criteria in the Adaptation of the European Tourism Offer
- Moderator:* Michaela Rosenberger, Vice-President, Gewerkschaft Nahrung-Genuss-Gaststätten (NGG), Germany  
*Rapporteur:* Richard Denman, Director, The Tourism Company
- Panellists:*
- “Modern innovative designs and materials for tourism projects”,  
 Chantal Jouanno, President of ADEME (French Agency for Environment and Energy Management) (to be confirmed)
- “Adapting tourism products to ensure sustainability and competitiveness”, Daniel John Winteler, CEO/Chairman, Alpitour Group, President of Federturismo/Confindustria
- “The low-cost phenomenon. Are low-cost airlines sustainable alongside being competitive?” François Bacchetta, Managing Director of Easy Jet France, Benelux and Italy
- Debate
- 4pm – 4.30pm Coffee break
- 4.30pm – 6pm EDEN awards ceremony
- 6pm – 6.45pm Press conference (European Commission + French Presidency)
- 7pm Departure for cocktail reception at Bordeaux City Hall
- 7.30pm Cocktail reception (Bordeaux City Hall)
- 9pm – 11pm Dinner (Hall de la Bourse)
- Friday 19 September
- 8.30am Welcome - coffee
- 9am - 10.30am Panel 3: Quality Tourism Employment in the EU
- Moderator:* Rémy Knafou, Professor, Université Paris 1, Director of IREST (Research and Higher Education Institute in Tourism)  
*Rapporteur:* Richard Denman, Director, The Tourism Company

*Panellists:*

“Identifying new types of tourism employment in Europe”, Jeanine Picard, Director of the International Hotel Management Institute IMHI-ESSEC

“Vocational training needs in Europe”, Klaus Ennemoser, President, Austrian Professional Hotel Association (APHA) and Tourism College, Villa Blanka, Innsbruck

“Quality of service through sustainable employment and social dialogue”, Francois Ballestero, Secretary for Civil Aviation, European Transport Workers Federation

Debate

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|----------------|-----------------------------------------------------------------------------------------------------------|
| 10.30am – 11am | Coffee break                                                                                              |
| 11am – 12pm    | Presentation of the final report by the General Rapporteur: Richard Denman, Director, The Tourism Company |
|                | Discussion/Adoption of the final report – Closing speeches                                                |
| 12pm           | Press conference (French Presidency)                                                                      |
| 12.30pm        | Cocktail reception to mark the end of the forum                                                           |

**5/ Interpreting service**

- ▶ **Working languages:** French, English, German, Spanish and Italian
- ▶ **Languages used for press conferences:** French and English

**6/ Press information**

- ▶ **Accreditation:** Press representatives are invited to obtain their accreditations online via the website <https://medias.ue2008.fr>
- ▶ **Press conference:** two press conferences are scheduled:
  - 6pm on 18 September: Günter Verheugen, Vice-President of the European Commission and Hervé Novelli (French Minister of State for Commerce, Craft Trades, Small and Medium-sized Enterprises, Tourism and Services)
  - 12pm on 19 September: Hervé Novelli (French Minister of State for Commerce, Craft Trades, Small and Medium-sized Enterprises, Tourism and Services)

► **Press Contacts:** Office of Hervé Novelli: Aurore Longuet, Press and Communications Advisor

Tel: +33 (0)1 53 18 46 35

[aurore.longuet@cabinets.finances.gouv.fr](mailto:aurore.longuet@cabinets.finances.gouv.fr)