



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL INTERNAL MARKET, INDUSTRY, ENTREPRENEURSHIP AND SMEs

## 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



	<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	<p><b>Welcome addresses</b></p> <p><b>Mr Fabrizio Spada</b>, Head of Representation of the European Commission in Milan</p> <p><b>Mr Giancarlo Caratti</b>, Head of the Task Force EXPO, Joint Research Centre, European Commission</p> <p><b>Mr Mauro Parolini</b>, Regional Minister for Tourism of Regione Lombardia</p> <p><b>Mr Federico Caner</b>, Regional Minister for Tourism of Regione Veneto</p>
9:40 – 10:00	<b>Keynote speech by Mr Antonio Tajani</b> , First Vice-President of the European Parliament

10:00 – 11:00

**Panel 1: food-tourism trends**

Introduction and Chair **Prof. Magda Antonioli Corigliano**, Director of the Master Course on Tourism Economy, Bocconi University

**Mr Alberto Cirio**, 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 Denu**, 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

**Panel 2: tourism as a driver for the quality food sector**

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