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Jornada

#BlueTourismAPD

Blue Tourism in the Mediterranean

XV Annual Conference

Palma, October 30th and 31st, 2019

LECE

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Euroregió Pirineus Mediterrània
Eurorégion Pyrénées-Méditerranée
Euorregión Pirineos Mediterráneo

Cercle d'Economia de Mallorca

IEMed.

GOVERN ILLES BALEARS

*Durante la jornada se habilitará traducción simultánea inglés / castellano, en directo.

Promoting Blue Tourism in the Mediterranean

In the last decade, environmental economics have gone from being an incipient field of academic research to one of the main pillars in the local, national and international public agendas. The 2030 Agenda for Sustainable Development goals adopted by all the United Nations Members States in 2015 has drawn a new path for the Mediterranean economies that shall help stakeholders to take action and ensure the promotion of more resilient and sustainable economies. Nevertheless, blue economy has gained steam in Europe as a long term strategy to support sustainable growth through the promotion of key sectors such as aquaculture, ocean energy or maritime biotechnology.

Amongst them all, costal tourism remains as the crown jewel for the countries around the Mediterranean basin for its capacity to create employment (11,5 % of the total) and wealth (11,3 % of regional GDP in 2015). Given its unique climate, geocentric position, rich history and culture and nature resources, the Mediterranean region is the world's leading tourism destination, with France, Spain and Italy as three of the top five most visited countries in the globe.

However, many challenges have arisen in the last decade such as pollution and environmental damage, climate change impacts and resource depletion, rise of social inequality, territorial imbalance or alteration of cultural heritage, and even natural disasters and terrorism.

These challenges affect the Mediterranean region transversally and go beyond borders, thus they need to be tackled jointly. But how can we foster stronger partnerships and better resource allocations? How can we increase tourism competitiveness and resilience? Which public policies should be put in place to support private sector and citizens with the aim to reduce the negative externalities that come along with tourism?

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WEDNESDAY 30/10/2019

15:00 h.

ARRIVAL AND GREETING

15:30 h.

WELCOME ADRESS

Senén Florensa
Presidente
IEMED

Xavier Bernard-Sans
General Manager
EUROREGION PYRENEES MEDITERRANEAN

Francesc Homs
President
ELEC (LECE)

15:45 h.

OPENING SESSION

Zurab Pololikashvili *
Secretary General
WORLD TOURISM ORGANIZATION

Francina Armengol
President
GOVERN DE LES ILLES BALEARS

Nasser Kamel
Secretary General
UNION FOR THE MEDITERRANEAN

16:15h.

PROMOTING BLUE TOURISM IN THE SOUTHERN MEDITERRANEAN COUNTRIES

Rania A. Al Mashat *
Minister of Tourism
EGYPT MINISTRY OF TOURISM

Isabel María Oliver Sagreras *
Secretary of State for Tourism
SPANISH MINISTRY OF INDUSTRY, TRADE AND TOURISM

*** Pendiente de confirmar**

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WEDNESDAY 30/10/2019

16:45 h.

FIRST SESSION: THE ROLE OF TOURISM IN THE MEDITERRANEAN ECONOMIES

Chair:

Alfonso González
Director General of European Affairs and Mediterranean
GENERALITAT DE CATALUNYA

Rachid Maaninou
Deputy Secretary General in charge of Business
UNION FOR THE MEDITERRANEAN

Davide Strangis
Executive Director of EU Programmes, Partnerships and Geographical Comissions
CONFERENCE OF PERIPHERAL MARITIME REGIONS

Asma Hamza
Lecturer and Researcher
NATIONAL INSTITUTE OF SCIENCES AND TECHNOLOGIES OF THE SEA

FIRST COMMENTS

Valerio De Luca
President
FORUM MED OF ROME

Roger Albinyana
Director of Mediterranean Regional Policies and Human Development
EUROPEAN INSTITUTE OF THE MEDITERRANEAN

18:00 h.

COFFEE BREAK

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WEDNESDAY 30/10/2019

18:15 h.

SECOND SESSION: TRANSFORMATIONS OF THE MEDITERRANEAN TOURISM SECTOR IN THE DIGITAL ERA

Chair: **Joe Holles**
President
CERCLE D'ECONOMA DE MALLORCA

Patrick Torrent
President
NETWORK OF EUROPEAN REGIONS FOR COMPETITIVE AND SUSTAINABLE TOURISM

Antoni Riera
Full Professor of Applied Economy
BALEARIC ISLANDS UNIVERSITY

Santiago Camps
Co-Founder & CEO
MABRIAN

FIRST COMMENTS

Jordi Xuclà
Former MP. Professor of International Relations
RAMON LLULL UNIVERSITY

Radu Deac*
Président de la section nationale de la Roumanie
LECE

20:45 h.

Dinner offered by the Euroregion Pyrenees Mediterranean (Invitation only)

*** Pendiente de confirmar**

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THURSDAY 31/10/2019

09:30 h.

THIRD SESSION: THE IMPACT OF CLIMATE CHANGE, BUILDING A RESILIENT AND SUSTAINABLE TOURISM SECTOR

Chair:

Antoni Vicens
Director General of Foreign Relations
GOVERNMENT OF THE BALEARIC ISLANDS

Irene Estaún
Managing Director
MENORCA RESERVA DE LA BIOESFERA

Rafael Guinea
Managing Director
TIRME

Magali Outters
Team Leader of the Policy Area, Regional Activity Center for Sustainable Constumption and Production

Jérémie Fosse
Co-Founder and President
ECO-UNION

FIRST COMMENTS

Luigi Bistaginino
Italian Coordinator
ZERO EMISSIONS RESEARCH AND INITIATIVES FOUNDATION

Margarita de Cos
Head Major Donors Relations, Chairwoman for Spain and IPC Member
GLOBAL SUMMIT OF WOMEN
WORLD WILDLIFE FUND SPAIN

11:00h. COFFEE BREAK

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THURSDAY 31/10/2019

11:30 h.

FOURTH SESSION: PROMOTING INCLUSIVE TOURISM STRATEGIC PLANS – CROSS FERTILISATION BETWEEN COASTAL AND RURAL TOURISM

Chair:

Sébastien Pla
President of the commission of Tourism Economy
REGIONAL COUNCIL OF OCCITANIE

David Rico
Managing Director of Hotels and Tourism
CAIXABANK

Josep Canals
Secretary General
MEDCITIES

Brahim Abouelabbes
President
ASSOCIATION MAROCAINE POUR L'ECOTOURISME ET LA PROTECTION DE LA NATURE

Manos Vougioukas
Secretary General
EUROPEAN CULTURAL TOURISM NETWORK

FIRST COMMENTS

Aniol Esteban *
Director
MARILLES FOUNDATION

Maria Àngels Roque
Director of Mediterranean Cultures and Civil Society Department
EUROPEAN INSTITUTE OF THE MEDITERRANEAN

*** Pendiente de confirmar**

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THURSDAY 31/10/2019

11:30 h.

FINAL REMARKS AND CLOSING SESSION

Francesc Homs
Spanish Committee President
EUROPEAN LEAGUE OF ECONOMIC COOPERATION

Iago Negueruela
Minister of Economic Model and Tourism
GOVERNMENT OF THE BALEARIC ISLANDS

13:30h.

Lunch Offered by the Government of the Balearic Islands (Invitation only)

15:30h.

CLOSURE

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INFORMATION

XV Annual Conference of the Mediterranean Comission of the European League for Economic Co-Operation - ELEC

Location

- **Date:** October 30th and 31st.
- **Location:** Parliament of the Balearic Islands
  - Carrer del Conquistador 11
  - 07001, Palma
- **Schedule:** 30th: From 15:00 to 20:45h
  31st: From 09,30 to 13,30h
- **Contact:** 971 07 40 65
- **E-mail:** apdbaleares@apd.es

Registration

- Please proceed to register through: www.apd.es
- Personal and unstransferable registers.
- Limited Seatings.

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www.apd.es

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