



**Workshop:**  
**Tourism and Spa Resorts - Strengthening the Sector**

Committee of Regions, Rue Belliard 99-101, Brussels

**JDE 51, ATRIUM 5**

**25 March 2009, 1:30 p.m. – 8 p.m.**

Coordinator of the workshop:

**Ms. Markéta Heřmanová**, Representative of the Vysočina Region in Brussels

Moderator of the conference:

**Mr. Petr Dolejší**, Permanent Representation of the Czech Republic,  
Second Secretary - Competitiveness, Enterprise, SME's, Tourism

**PROGRAMME:**

- 1:30 p.m. – 2:00 p.m.**      Registration of participants, welcoming of guests at Committee of Regions
- 2:00 p.m. – 4:30 p.m.**      Part 1 - Conference (CoR, 5 th floor, JDE 51)
- 2:00 p.m. – 2:20 p.m.**      **Introduction**
- **Mr. Luc van den Brande**, President of the Committee of Regions
  - **Mr. Josef Novotný**, President of Karlovarský Region (CZ)
- 2:20 p.m. – 2:50 p.m.**      **Importance of tourism for regional development – European, governmental and regional point of view and support tools**
- **Mr. Jiří Koliba**, Deputy Minister for Regional Development of Czech Republic, for Structural Funds and Tourism
  - **Mr. Martin Hyský**, Member of the Regional Council of Vysočina Region (CZ) for Regional Development
- 2:50 p.m. – 3:10 p.m.**      **Regional panel n° 1- Case studies- cooperation between public and private sector in regional tourism:**
- **Vysočina Region (CZ)** – **Mrs. Ivana Mahelová**, Director of Vysočina Tourism
  - **City of Prague (CZ)** – **Mrs. Jana Hudcová**, Head of Tourism Section of City of Prague
- 3:10 p.m. – 3:20 p.m.**      **Coffee break**



- 3:20 p.m. – 4:00 p.m.**      **Tourism business support, key tools for strengthening the sector:**
- *Mr. Francesco Ianniello, Head of Unit I1, DG ENTREPRISE, European Commission*
  - *Mr. Rostislav Vondruška, Director of CzechTourism*
  - *Dr. Sigrun Lang, President of European Spas Association (ESPA)*
- 4:00 p.m. – 4:20 p.m.**      **Regional panel n° 2 - Case studies - marketing strategies in regional tourism:**
- *Moravian-Silesian Region (CZ) – Mr. Petr Šimčík, Department of Regional Development of Regional Authority of Moravian-Silesian Region*
  - *Friuli Venezia Giulia (IT) – Mr. Giorgio Perini, Head of Representation of Friuli Venezia Giulia Region in Brussels*
- 4:20 p.m. – 4:30 p.m.**      **Conclusions**
- 4:30 p.m. – 8:00 p.m.**      Part 2 - Mini-fair of tourism accompanied by reception including regional specialities (CoR, 5th floor, ATRIUM 5)
- 4:30 p.m. – 5:00 p.m.**      **Opening of mini-fair of tourism and reception**
- *Mr. Vladimír Müller, Ambassador of the Czech Republic to the Kingdom of Belgium*
  - *Ms. Karin Šeligová, Head of the Office of CzechTourism in Belgium*
- 5:00 p.m. – 8:00 p.m.**      **Mini-fair of tourism + reception with Czech regional specialities**

**Event is organised by Vysočina Region and Karlovarský Region in cooperation with CzechTourism in the framework of CzechReg Days:**  
[www.czechreg.eu](http://www.czechreg.eu).