

**PROGRAMME**

Vers. 190131

**Thursday, 14th-February**

Joint evening event with the Seminar on Experiential Tourism during the same day.

Public roundtable, declaration, etc. together with representatives from the Experiential Tourism seminar - tbd *(in relaxed format)*

**Friday, 15th-February**

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| **Time** | **Programme item** |
| 9:00 | Inauguration and welcome notes |
| 9:10 | **Challenges for rural areas:** digitalization, demography, accessibility   * Digitalization *– Ms. Marie-Noël Neven, Smart Eco-Villages* * Active Ageing – *Mr. Silvio Bonfiglio, AGE Platform and Ancescao* * Accessibility of tourism services – *Mr. Ivor Ambrose, Managing Director ENAT*   Practical case: EGWA – European Greenways – *Mr. Roberto Rovelli / Mr Gianpaolo Cirone* |
| 10:40 | Coffee break |
| 11:00 | **Opportunities for rural areas** through tourism: landscape, authenticity, nature, new markets for local produce   * Nature Parks – *BirdLife International, Ms Federica Luoni* * Landscape association – *Mr. Patrick Worms* * Distribution of eco and local products – *Mr. Alberto Palacios, Farmidable*   Practical case: [ProLoco UNPLI](http://www.unioneproloco.it/unpli/) – *N.N.* |
| 12:30 | Lunch |
| 13:30 | **Ways forward:** Smart territories, new CAP, local and cross-sectorial cooperation   * ELARD *– Ms Kirsten Birke-Lund* * DG Agriculture – *Ms. Karolina Jasinska* * Rural Entrepreneurship hubs – *O’Gonnelloe/Ireland, Mr. Peadar Casey*   Practical case: *Ms. Federica Burini – University of Bergamo* |
| 15:00 | Coffee break / Opening of the Fair |
| 15:30 | **High-level Roundtable**   * Ministry of Agriculture and Tourism (IT) *– tbc* * Ms Mercedes Bresso *- European Parliament* * *N.N.* Rep of COPA-Cogeca * Mr. Gérard Peltre - *MER* * Mr. Tim Fairhurst – *ETOA and NET* *(European Tourism Industry umbrella)* |
| 17:00 | Winners Marketplace - Conclusions |
| 17:30 | **Closure** |

***Simultaneous interpretation to and from Italian, English, and French***