



3706 Skien, Norway
Tel.: +47 35 58 42 00
Fax: +47 35 52 90 44
nsc@northsea.org
www.northsea.org



INVITATION * INVITATION *** INVITATION**

Seminars

on

**CULTURE
and
EUROPEAN SUSTAINABLE TOURISM**

22 and 23 OCTOBER 2008

Locations:

City Hall of Vlissingen

And

Assembly Hall Province of Zeeland in Middelburg

THE NETHERLANDS

In the framework presidency of the Province of Zeeland in the Culture and Tourism Group of the North Sea we invite you for a two-day seminar on the subjects
Culture and Sustainable Tourism in Europe

Programme

22 October 2008 – Morning Session in the City hall of Vlissingen

09.00 – 09.15	Welcome	Mr. Jacques Suurmond alderman of the City of Vlissingen
09.15 – 09.30	Introduction on the Culture seminar	Mr. Harry van Waveren chair of the Culture and Tourism Group of the North Sea Commission
09.30 - 09.45	Introduction on the Tourism seminar	Mr. Lars Nordstrom Vice chair the Culture and Tourism Group of the North Sea Commission
09.45 – 10.45	European Programme Culture practice and challenges	Ms. Laura Grijns Foundation of International Cultural Activities (SICA)
10.45 – 11.15	Coffee break	
11.15 – 11.45	European programme Culture 2007	Mr. Sheamus Cassidy Programme Manager Culture Programme and Actions
11.45 – 12.15	European policy on Culture and Maritime affairs	representative European Commission - DG Mare
12.15 – 13.15	Forum Discussion and Conclusions	
13.15 - 14.15	Lunch	

Afternoon Study Trip

14.30	Departure Bus from City Hall	
15.00	A resistible force presentation by Pauline Van Lynden about the unique groynes (breakwaters) of Zeeland, their cultural and historical importance in view of the European maritime policy	
15.45	Departure Bus to Middelburg	
16.15 – 16.45	Coffee and introduction to the museum	
16.45 - 18.00	Guided tour Zeeuws Museum in Middelburg	

Diner

18.00 – 21.30	Diner in the house of the Province of Zeeland, the Abbey of Middelburg	
22.00	Bus returns to Vlissingen	

23 October 2008

9.00 Bus trip from Arion Hotel to the Abbey in Middelburg

09.30 – 09.45	Welcome	Mr. Van Waveren
09.45 – 10.15	European Cities Marketing: the organisation, importance of tourism and funding	Prof. Ossian Stiernstrand
10.15 - 10.45	New organisation for regions in Europe for development of sustainable tourism	Representative from the Region Provence-Alpes cote d'Azur
10.45 – 11.15	Coffee break	
11.15 – 11.45	Interreg IV B North Sea program and possibilities for tourism	Mr. Carsten Westerholt - Interreg secretariat Project Development And Communications Unit Manager
11.45 – 12.15	European Policy on Tourism	Mr. Franco Ianniello European Commission Head of tourism (tbc)
12.15 – 13.15	Forum Discussion and Conclusions	
13.15-14.15	Lunch in the Abbey	

Afternoon study tour

14.30	Departure bus to the famous Deltaworks
15.00-17.30	Visit to the Deltaworks
17.45	Departure to Vlissingen

Diner

19.00	Diner in the Arion hotel
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