

NECSTouR Digital Platforms Working Group
Workshop “Tourism and Collaborative Economy:
Opportunities for growth and jobs in Europe”
DRAFT AGENDA

2nd December 2016

UAB Casa de Convalescència,
Sant Antoni Maria Claret Street, 171, 08041 Barcelona

08.30 - 09.00 Registrations

09.00 – 10.00 WELCOME AND OPENING

- **Jordi Baiget.** Minister of Business and Knowledge, Catalan Government
- **Elżbieta Bieńkowska.** Commissioner for Internal Market, Industry, Entrepreneurship and SMEs, DG GROWTH, European Commission (tbc)
- **Cláudia Monteiro de Aguiar.** Member of the European Parliament
- **Isabella de Monte.** Member of the European Parliament (tbc)

Key note speech:

Joan Aregio. President, Interdepartmental Commission for the Development of the Collaborative Economy

10.00 - 11.30 SESSION I

“The territorial Impact”

Moderator: Ulf Sonntag. Researcher, Member of NECSTouR Academic Committee - Institute for Tourism Research in northern Europe (NIT)

- **Joan Torrella.** Director of Tourism and Events, Barcelona City Council
- **Ignasi de Delàs.** President, European Cities Marketing
- **Vincent Nijs,** Research project manager, Visit Flanders
- **Christof Kienel.** Head of Unit, NAT Commission, Committee of the European Regions (tbc)
- **Carlos Villaro Lassen.** CEO, EU Holidays Home Association
- **Representative from the Confederation of Neighborhood Associations of Catalonia (tbc)**
- **Representative from DG REGIO (tbc)**

11.30 – 12.00 Coffee break

12.00 – 13.30 SESSION II

“The Impact on Employment and Economy”

Moderator: **Tim Fairhurst**. Head of Strategy and Policy, European Tourism Association (ETOA)

- Representative from the Catalan Interdepartmental Commission (tbc)
- **Anya Niewierra**. General Director, VVV Zuid Limburg
- **Cláudia Monteiro de Aguiar**. Member of the European Parliament
- **Angel Mesado**. Head of Public Affairs Airbnb Spain and Portugal
- **Christian de Barrin**. CEO, Umbrella Association of Hotels, Restaurants and Cafés in Europe (HOTREC)
- **Martin Bailey**, Head of Unit F.1 - Digital Policy Development and Coordination, DG CONNECT, European Commission (tbc)

13.30 – 14.30 Lunch

14.30 - 16.00 SESSION III

“New Players: The Digital Platforms”

Moderator: **Cristina Nunez**. Coordinator, NECSTouR Permanent Secretariat

- **Anna Martinez Ribas**. General Subdirector, Tourism Department, Catalan Government
- **Henning Ehrenstein**. Deputy Head of Unit - Service Policy for Consumers Unity, DG GROWTH, European Commission
- **Teresa Calderola**, NECSTouR Secretary General – Tuscany Region
- **John Kester**, Director of Market Intelligence, UNWTO (tbc)
- **Lucia Hernandez**. Communication Consultant, OuiShare
- **Jean-Noel Saunier**. CEO & Co-founder, MyTwinPlace
- **Hubert De Broca**, Head of Unit F.1 – Antitrust: Transport, Post and Other Services, DG COMP, European Commission (tbc)

16.00 – 16.40 WRAP UP AND CLOSING

- **Ulf Sonntag.** *Researcher, Member of NECSTouR Academic Committee - Institute for Tourism Research in northern Europe (NIT)*
- **Tim Fairhurst.** *Head of Strategy and Policy, European Tourism Association (ETOA)*
- **Cristina Nunez.** *Coordinator, NECSTouR Permanent Secretariat*

Closing Speech:

Patrick Torrent. *NECSTouR Presidency - Catalan Government Tourism department*

16.40 -17.00 Coffee break