

**PROGRAMME**

Vers. 190115

**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 *- tbd* * Active Ageing – AGE Platform * Accessibility of tourism services – ENAT   Practical case: from Ireland |
| 10:40 | Coffee break |
| 11:00 | **Opportunities for rural areas** through tourism: landscape, authenticity, nature, new markets for local produce   * Nature Parks * Landscape association * Distribution of eco and local products – Farmidable   Practical case: EGWA – European Greenways |
| 12:30 | Lunch |
| 13:30 | **Ways forward:** Smart territories, new CAP, local and cross-sectorial cooperation   * ELARD *(tbc)* * DG GROW *(tbc)* * (two private transnational entities) |
| 15:00 | Coffee break / Opening of the Fair |
| 15:30 | **High-level Roundtable**   * Ministry of Agriculture and Tourism (IT) *- tbc* * Rep of COPA-Cogeca * Mr. Gérard Peltre - MER * Mr. Tim Fairhurst – ETOA and NET *(European Tourism Industry umbrella)* * Rep of international body (tbd) * European Parliament |
| 17:00 | Winners Marketplace - Conclusions |
| 17:30 | **Closure** |

*NOTE: this sequence Opening of the fair at 15:00 hs that is immediately followed by the high-level round table of public and private authorities.*