



Comité économique et social européen
European Economic and Social Committee

“The European Strategy on Coastal and Maritime Tourism: Handicaps and Challenges for our Islands”

8th May 2014

Rue Belliard 99, Brussels, (Room JDE 63)- Economic and Social Committee (EESC)

Objectives:

The European Commission has presented a new strategy to promote coastal and maritime tourism in Europe. Recognizing the potential of this sector for sustainable growth and job creation, the strategy presents 14 EU measures to help coastal areas and their businesses to meet the challenges they face and to strengthen the position of the sector as a key driver of the blue economy of the European Union. These specific measures are accompanied by a division of works that Member States, Regions and Stakeholders can achieve to complete these EU measures. Coastal and Maritime tourism, which includes the nautical tourism, the spa tourism, cruise and navigation tourism, is a key driver for the economy of many coastal and island regions in Europe.

This public hearing has as an objective to present the position of the INSULEUR about the issue and to exchange views with the representatives of the European institutions on the implementation of this Strategy in island regions.

09h15: OPENING SESSION (Welcome speeches)

- ✓ **Mr. Juan GUAL DE TORRELLA**, President of Insuleur
- ✓ **Mrs. Maria DAMANAKI**, European Commissioner for Maritime Affairs and Fisheries
- ✓ **Mr. Henri MALOSSE**, President of EESC



10h00: BUSINESS OPPORTUNITIES FOR ISLANDS: THE STAKEHOLDERS VIEW

Moderator : **Mr. George ASONITIS**, Member of the Technical Committee of INSULEUR

- ✓ **Mrs. Mirna CIENIEWICZ**, Secretary General, European Boating Industry
- ✓ **Mr. Marco DIGIOIA**, Director of Government Affairs, Cruise Lines International Association Europe
- ✓ **Mr. Mathias BINI**, Head of Department Economy § European Affaires, of the Region of the Guadeloupe Islands
- ✓ **Mr. Panos COROYANNAKIS**, CPMR Project Manager. Manager of ISLEnet

Exchanges with the audience

11h00: Coffee break

11h30: INSERT THE ISLANDS IN THE EUROPEAN STRATEGY

Moderator: **Mrs. Silvia DELGADO**, Member of the Technical Committee of INSULEUR

- ✓ **Mr. Daniel CALLEJA CRESPO**, General Director of DG Enterprise, European Commission
- ✓ **Mr. Spyridon DANELLIS**, MEP, EU Parliament's reporter on the Blue Growth
- ✓ **Mrs. Anna Maria DARMANIN**, Member of EESC, President of the Single Market Observatory (SMO) (tbc)
- ✓ **Mr. Jean-Didier HACHE**, Executive Secretary of the CPMR Islands Commission

Exchanges with the audience

13h00- 14h30: Buffet lunch