



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
HELLENIC REPUBLIC



ΕΠΙΜΕΛΗΤΗΡΙΟ ΗΡΑΚΛΕΙΟΥ
CHAMBER OF HERAKLION



2nd INSULEUR EXECUTIVE TRAINING PROGRAMME

25-26 JUNE 2009

HERAKLION CHAMBER – KASTELLAKI CONGRESS HALL

(9, koronaίου Str., Heraklion, Crete, Greece)

AGENDA

1st day: Thursday

09.30: Introductory speeches

- Heraklion Chamber representative
- Political local representative
- Representative of Academic Institution / University

1ST Session

10.00 - 10.35: Lecture 1: Sustainable agriculture development and its coherence to regional economies with emphasis to tourism sector - representative of MAICH, Mr. A. Nikolaidis

10.45 - 11.20: Lecture 2: Extroversion of VSMEs : means and ways of enhancing export activities-the role of local stakeholders (chambers, unions of exporters etc)- -representative of Union of Crete Exporters, Mr A. Kalabokis

11.30 - 12.30: Lecture 3: Evolution and implementation of a realistic marketing plan concerning tourism sector: basic principles and methods of achieving goals and targets (corresponds to public bodies, authorities and organizations), Mr. George Kokkinis- consultant/expert in tourism sector

11.30 - 12.30: Discussion-conclusions-End of 1st session

13.00 - 14.30: Lunch

2ND Session

14.30 - 15.00: Lecture 4: Economic environment and Insular Enterprises: the role of transportation, means and infrastructures - representative of Region of Crete, Ms M. Tikmanidi

15.10 - 15.40: Lecture 5: The role of University Institutions facilitating the effectiveness of the local chambers of commerce on technology transfer to spin-offs and SMEs - representative of FORTH, Mr A. Saitakis

15.45 - 16.45: Discussion-conclusions-End of 2nd session & 1st day -Afternoon free

2nd day: Friday

1^{RST} Session

09.30 - 10.30: Lecture 6: Insular SMEs and E.U. Programs and Initiatives- representative of EU member parliament - Mr. S. Arnaoutakis (*to be confirmed*)

10.30 - 11.30: Lecture 7: Environmental management and energy savings: presentations of successful water-saving innovated procedures in Aldemar hotels-representative of Aldemar hotels, Mr. E. Makogamvrakis

11.30 - 12.30: Lecture 8: Diversified tourism development at insular regions - representative of Minoan International College, Mr. N. Skoulas

12.30 - 14.00: Lunch

14.00 - 16.00: General discussion and Conclusions

20.00: Gala dinner

* The participants shall enjoy full secretary and interpretation (english, spanish) services