



#TourismManifesto
#ecty2018

The EU-China Tourism Year 2018:
New investment opportunities for the tourism sector in Bulgaria

28 April (Friday) 2017

Capital Fort Conference centre, New York City Hall
90 "Tsarigradsko Shose" blvd.
Sofia, Bulgaria

9:30 Registration

10:00 Opening session

Special welcoming speech by H.E.Zhang Haizhou, Ambassador of the People's Republic of China to Bulgaria

Delyan Dobrev, Former Minister of Economy and Tourism of the Republic of Bulgaria

Nikolina Angelkova, Former Minister of Tourism of the Republic of Bulgaria

Andrey Novakov, Member of the European Parliament, Vice-chair of REGI Committee

Plamen Panchev, Founder of the Bulgarian – Chinese Business Development Association

Angel Hristozov, President of the Bulgarian – Chinese Business Development Association

10:30 -11:30 Boosting investment and improving business environment for the competitive development of the tourism sector

Andrey Novakov, Member of the European Parliament, Vice-chair of REGI Committee

Tim Fairhurst, Head of Strategy and Policy, European Tour Operators Association (ETOA)

Katya Staykova, Director of Public Relations of the Bulgarian – Chinese Business Development Association

Ivo Iliev, Executive director, Bulgarian-Chinese Chamber of Commerce and Industry

Stamen Yanev, Executive director, Bulgarian Agency for Investments

Andrey NOVAKOV, Member of the European Parliament, Group of the European Peoples' Party

www.andreynovakov.eu

European Parliament, Altiero Spinelli 08F259, 60, Wiertz Str., Brussels

andrey.novakov@europarl.europa.eu

Tel: +32 (0)2 28 45710, Fax: +32 (0)2 28 49 710



11:30-12:15 Presentation of the EC initiative “2018 EU-China Tourism Year” (ECTY). New investment opportunities for the Bulgarian tourist sector

Teodora Marinska, Head of Finance and Public policies, European Travel Commission (ETC)

Harry Trimpos, Manager European Projects at the South Limburg Tourism Board, NECSTouR

Zhang Changqing, Chairman of the China Department of the Bulgarian-Chinese Business Development Association

12:15 Lunch

13:20 -14:00 Upgrade skills and qualifications in tourism in view of the ECTY

Mariangela Bartolomeo, Director of Brussels office, Welcome Chinese

Dr. Jaume Guia, Professor, Erasmus Mundus European Master in Tourism Management

Ilja Kok, China House, Breda University

14:00-14:30 How to improve the image of Bulgaria as a tourist destination

Stefan Sharlopov, President, Bulgarian Union of Balneology and SPA Tourism

Bayko Baykov, President, Association of Bulgarian Tour operators and Travel Agents

Irina Beleva, Consul General of the Republic of Bulgaria in Shanghai, People's Republic of China / 2011 - 2015 /

14:30 Closing remarks

Andrey NOVAKOV, Member of the European Parliament, Group of the European Peoples' Party

www.andreynovakov.eu

European Parliament, Altiero Spinelli 08F259, 60, Wiertz Str., Brussels

andrey.novakov@europarl.europa.eu

Tel: +32 (0)2 28 45710, Fax: +32 (0)2 28 49 710



Context of the event

Recently the European tourism stakeholders gathered their requests towards the policy makers in a statement called **“Tourism Manifesto for Growth and Jobs”**.

The document emphasizes the main challenges for the EU tourism sector for the upcoming years. **This is a unique initiative in the history of tourism** in Europe because of the importance of the sector to the economic and social development is highly recognized. For the first time European stakeholders in tourism came together calling on the EU institutions to work on a few key priorities designed to ensure that Europe remains an attractive destination and that the tourism sector will continue to make a significant contribution to growth and employment for the European economy.

The Manifesto identifies the following eight priorities in the tourism sector in the upcoming years: competitiveness, digitalisation, good governance, joint promotion of Europe as tourist destination, reducing seasonality, skills and qualifications, sustainability and transport connectivity.

In line with the priorities set out in the Manifesto, in July 2016 the President of the European Commission, Jean-Claude Juncker, and the President of the State Council of China, Li Keqiang, launched the initiative **“2018 EU-China Tourism Year” (ECTY)**. The objective of this initiative is to foster continued tourism cooperation with a view to increasing travel and tourism between China and the EU. It should also help stimulate European enterprises to set foot on the booming domestic tourism market in China and vice-versa to allow more Chinese investments in Europe.

The European Commission is preparing the ECTY in close cooperation with China National Tourism Administration. On the occasion of ECTY, an unprecedented level of initiatives will aim at growing importance of China as a source market to Destination Europe. The main priorities are to: show what the EU has to offer to Chinese visitors by supporting various cooperative marketing initiatives, to facilitate business summits, to organise Business-to-Business matchmaking meetings for tourism operators at the most important fairs.

The ECTY represents a great opportunity for the European tourism industry to explore the Chinese market and learn how to attract Chinese visitors and offer them the best possible experience.

The event aims to bring together key stakeholders - institutions in charge, organizations, business representatives, universities, in order to improve the dialogue in the tourism, in view of the objectives set out in the new European strategy for tourism. Topics such as **EU funding, new investment opportunities, upgrading of skills and qualifications in the sector, will be central to the debate.**

Andrey NOVAKOV, Member of the European Parliament, Group of the European Peoples' Party

www.andreynovakov.eu

European Parliament, Altiero Spinelli 08F259, 60, Wiertz Str., Brussels

andrey.novakov@europarl.europa.eu

Tel: +32 (0)2 28 45710, Fax: +32 (0)2 28 49 710