



PROGRAM

08:15 – 09:20	Accreditations
09:20 – 09:40	Official opening: Mouna Ghliss , Director General of International Cooperation - Ministry of Tourism José Froehling - Head of Project Promotion of Sustainable Tourism in Tunisia - GIZ
09:40 – 09:45	Introduction: Challenges and opportunities of culinary tourism for the United Nations: Sandra Carvao , Chief, Market Intelligence and Competitiveness, UNWTO
09:45 – 10:00	Keynote: Roberta Garibaldi , Consultant, Vice president, Tourism Department - OECD
	Round tables: Culinary tourism from the point of view of...
10:00 - 10:45	... New demand: travelers looking for authentic experiences: are they all foodies? Alice Fauveau (Focus on Women), Iris Lucidarme (Néogusto), Aliette de Crozet (journalist, senior tourism), Javier Sánchez García (Learning & Cooking / Sevilla City Council), Laroussi Gharbi (Douar Laroussi).
10: 45 – 11:40	... New destinations: reinventing a destination through its cuisine. Isslem Jerbi / Hamda Abdellaoui (DMO Djerba), Jaume Gomila (Menorca, European Region of Gastronomy), Stéphane Méjanès (gastronomic journalist), Chef Wafik Belaïd .
11:40– 12:10	COFFEE BREAK
12:10– 13:00	... Experiences: from cocreation to marketing and promotion: the intermediation. Mohamed Boukherouk (tourism consultant, Morocco), Helen Youngman (travel advisor, 360° Private Travel), Ahmed Bettaieb , President FTAV, Leila Tekaia (Discover Tunisia Spain-Portugal-France).
13:00 – 13:20	Presentation of the Culinary Route of Tunisia www.larouteculinairedetunisie.info Katrin Gerhard (Project Manager GIZ), Caroline Couret (Director Creative Tourism Network®). “The Culinary Route of Tunisia seen by international media”.
13:20 - 14:30	LUNCH
14:30 – 15:15	Culinary tourism as a tool of governance for the territories: Patrick Torrent (Vice-Président NECSTour), Vittorio Castellani (International Conservatory of Mediterranean Cuisines), Jaume Gomila (Institute of Gastronomy Culture Art Tourism Board member), delegates FI2T, Jose Froehling (GIZ).
15:20– 16:00	Closing – Creative Tourism Awards ceremony Mr. Helmi Hassine , General Director ONTT. Mr. Mohamed Moez Belhassine , Tunisian Minister of Tourism.
16:00 – 17:30	Networking session

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