



EOS CODE

Code of Practice on Environment Oriented Sustainability

Launching Conference

Monday, 23 January 2012 - 09:00 a.m.
Hotel Grande Bretagne (Golden Room)
Syntagma Square, Athens, Greece

Programme

09:00		Registration	Coordinator: <i>Spyros Ktenas</i> , Journalist
09:30	George Telonis President of HATTA	Welcome Addresses	
	Irena Gueorguieva President of ECTAA		
09:40	Marios Kammenos General Secretary of HATTA	"EOS CODE" - A Code of Practice for sustainable tourism, quality and competitiveness	
10:00	Iuliana Gabriela Aluas EC - Policy Officer	EU Tourism Policy - Main European Commission Initiatives in 2012	
10:10	Paolina Marone Industry Affairs Manager of ECTAA	Tendencies & Needs of the Tourism Market	
	Partners of EOS CODE Moderator: Michel de Blust Secretary General of ECTAA	The practical experience from working on the EOS CODE and the intentions for its implementation by the Partners' members	
11:10	Naut Kusters Director of ECEAT	The European TRAVELIFE initiative and its synergy with EOS CODE	
11:20	Pavlos Yeroulanos Minister of Culture & Tourism	Tourism: A tool towards sustainable development	
11:30	Pannel	Questions from the Participants	
11:45	Marios Kammenos General Secretary of HATTA	Conclusions	
12:00	Pannel	Press Conference	
12:00-14:00		Light lunch (Buffet)	

The Project "EOS CODE" is part of the EU's Competitiveness and Innovation Framework Programme (CIP), which aims to encourage the competitiveness of European enterprises.