



European Committee  
of the Regions



# EU financing for innovation in tourism

27.09.2017 | 9.00-13.00 | VMA 1 (2<sup>nd</sup> floor)



Network of European Regions for  
a Sustainable and Competitive Tourism

**NECS**TouR





**Mr Karl-Heinz Lambertz**

*President of the European Committee of the Regions*

Member of the Belgian Senate representing the German-Speaking Community (BE/PES)

Karl-Heinz Lambertz was elected as President of the European Committee of the Regions (CoR) in July 2017 after serving a two and a half year term as First Vice-President. He is also a member of the Belgian Senate representing the German-Speaking Community.

Born on 4 June 1952 in Schoppen, Karl-Heinz's interest in politics came early in his career having served as President of the German-speaking Youth Council (1975-1980). After a number of functions linked to his academic background in law, he became Member of Parliament of the German-speaking Community in 1981.

Between 1990 and 1999 he held numerous Ministerial posts in the German-speaking Community Government before being elected its Minister-President (1999-2014). He was then President of Parliament until 2016 before taking post as Senator.

Karl-Heinz has been a CoR member since 2001 and was President of the CoR's PES Group (2011- 2015). Since 2000, he has been a Member of the Congress of Local and Regional Authorities of the Council of Europe in which he is currently Vice-President.

He is married to his wife Sylvie, has two children and four grand-children.



**Mr Mircea Titus Dobre**

*Romanian Government*

Minister of Tourism

Mister Mircea Titus Dobre is the Minister of Tourism in the Romanian Government. He graduated "Decebal" high school in Constanta (1997). He followed the courses of Financial and Accounting Management Faculty within "Spiru Haret" University Bucharest (1997-2001), foreign language courses (English and French) at the "Marc Bloch" University in Strasbourg, France (1999-2000). He graduated a Master's degree of Political management at "Ovidiu Sincai" Institute of Bucharest (2003). He also obtained a diploma in Political European Studies within the European School in Europe's Council Bucharest — Strasbourg (2004-2005), the Tourism, Hotel and Restaurant Management Diploma (February-July 2004).

He underwent a series of training courses (2007-2008), obtaining graduation certificates in: Leadership, Negotiation, Communication, Innovation Management and Technology Transfer, Cycle Project Management, IT Management of Workload, the Customer Relations Management.

He was elected a deputy representing Constanta, from the Social Democratic Party, in the 2012-2016 legislature and re-elected in December 2016, being deputy leader of the PSD Parliamentary Group in the Chamber of Deputies.

Minister Mircea Titus Dobre was member in the Committee for Budget, Finance, and, Banks, Committee for Romanian Communities Living Abroad, Committee for Labour and Social Protection.



**Mr István Ujhelyi**

*European Parliament*

Member of the European Parliament, Vice-chair of the Tourism Task Force at the Committee for Transport and Tourism

- Vice-President of the Hungarian Socialist Party
- Head of Hungarian S&D-delegation in the European Parliament
  
- Initiator of EU-China Tourism Year 2018
- Initiator of European Capital of Tourism project, aka “European Capital of Smart Tourism”
- Founder and President of Europe-China OBOR Culture & Tourism Development Committee, 2016
- Founder of think-tank “European Democrats” ([www.europaidemokratak.hu](http://www.europaidemokratak.hu)), 2016
  
- Deputy speaker of the Hungarian National Assembly from 2010-2014
- President of the National Tourism Committee, 2009-2010
- State secretary of the Prime Minister’s Office 2009-2010
- State secretary of the Ministry of the Local Government and Regional Development, 2006-2008
- Government commissioner, 2002-2006
- Member of Hungarian Parliament from 2002-2014
- Founder of the Worldbridge Foundation, 2011
- Social chairman of Pick Szeged Handball Team since 2005
- Founder of the Szőreg Rose Foundation, 2003



**Ms Ana Claudia Țapardel**  
*European Parliament*

Member of the European Parliament, Co-Chair  
of the Intergroup Tourism and Cultural Heritage

Ms Țapardel is a Romanian Member of the European Parliament for the Progressive Alliance of Socialists and Democrats (S&D). Elected in May 2014, she is currently one of the youngest MEPs.

She is a member of the Parliament's Committee on Transport and Tourism and she co-Chairs the Intergroup on European Tourism Development, Cultural Heritage, Ways of St. James and other European Cultural Routes.

Her work in the European Parliament has focused on advancing the close connection between transport and tourism, and underlying the necessity of building infrastructure which caters for the development objectives of the latter.

She holds the belief that a consistent and sustainable approach to the promotion of tourism within the EU will lead to the strengthening of the European economy and the creation of jobs for many of our citizens. For this reason, she has been actively campaigning for a European Strategy for Tourism and she was one of the key figures behind the effort to obtain a *European Year of Tourism and Cultural Heritage* in 2018.



**Mr Patrick Torrent**  
*NECSTouR Presidency*

Executive Director of the Catalan Tourism Board

Mr. Patrick Torrent is graduated in Industrial Psychology for the Organizations by the University of Barcelona and Bachelor in Law by the UNED. In addition, he has formation in Marketing Management by the Center of Management Development from ESADE, and in Systems Management Information by Master Associates.

He started his professional career in the financial sector (La Caixa and Bankpime) and since 1990 he develops his activity in the tourist sector. From 1990 to 2001 he was responsible for Organization of the RACC (Catalunya's Royal Automobile Club) where he led the creation of the travel area, wholesale and receptive travel agency activity.

From 2001 to December 2004, he was the Manager from ADD Corporate Trips (Pharmaceutical Group Lácer), company specialized in the organization of incentive trips, conventions, congresses and events.

From 2005 to 2009 he was the General Deputy Director of the Consortium Turisme de Catalunya and Deputy Director of the Catalan Tourist Board form 2010, when it was created to 2013. Currently he is the Executive Director of the Catalan Tourist Board.

He has participated actively in the creation of the new Catalan Tourist Board and stimulated the definition of two Strategic Plans of Tourism in Catalonia (2005-2010 and 2013-2016). He has also coordinated the first Tourist Marketing Plan of Catalonia (2013-2016).

Mr. Torrent represents Catalunya in NECSTouR and holds the Presidency of this network since 2015.



**Mr Mark Nicklas**

*European Commission – DG GROW*

Head of Unit F.1 - Innovation Policy and Investment for Growth

Mark Nicklas is the Head of Unit "Innovation Policy and Investment for Growth" in the European Commission's DG Internal Market, Industry, Entrepreneurship and SMEs (DG GROWTH). His unit aims at fostering the modernisation of Europe's industrial base by stimulating investment in innovation and new technologies, promoting new sources of growth, improving the business environment for innovation and monitoring Member States' and regions' innovation performance. Before being appointed as Head of Unit in 2016, he was Deputy Head of Unit for Innovation Policy for Growth since 2012.

Before entering the field of innovation policy, Mark was closely involved in the European industrial policy development as the Assistant to the European SME Envoy and Director-General for Enterprise and Industry. Previously, he spent several years in the European Commission's transport department, dealing in particular with the liberalisation of international air transport.

Prior to joining the European Commission in 2003, Mark held several posts in the telecommunications industry in Germany. Mark holds a Ph.D. in industrial economics.





**Ms Eija Raasakka**

*Multidimensional Tourism Institute, Lapland*

Project Manager

Project Manager Eija Raasakka (1960) has a degree in Hotel and Tourism Management from the Haaga University of Applied Sciences. Since 1997, she has worked in the Lapland University of Applied Sciences, first as a lecturer and then as a Project Manager in RDI department. Prior to her academic career, she worked for tourism business in Finland, Malaysia, Singapore, Turkey, Greece and Spain. She is an expert in project management, tourism and hotel management, and tourism safety networking. She leads the Arctic Tourism Safety Network in Lapland and UArctic sub-theme of Tourism Safety.



**Ms Susana Ibáñez Rosa**

*Ministry of Tourism and Sports of the  
Andalusian Regional Government*

General Secretary for Tourism

Secretary General for Tourism Susana Ibáñez Rosa (Granada , 1970) has a degree in Law from the University of Granada. Since July 2015 she held the position of general coordinator for Urban Habitat, Culture and Tourism of the City of Seville. Expert in Local Development and Sustainable Tourism by the International Training Centre of the ILO (International Labour Organization), her career has been particularly linked to this area in various positions in the Public Enterprise for Management of Tourism and Sport Andalusia, where she has held consultancy work, research and planning.



**Mrs Laure Blanchard Brunac**

*European Commission – DG ECFIN*

Adviser to the Director, Treasury and Financial  
Operations

At DG ECFIN, the Commission's directorate responsible for EU policies promoting economic growth, higher employment, stable public finances and financial stability, Laure works mostly on the Investment Plan for Europe and the External Investment Plan. Laure is a banker with 15 years of experience in executing debt and equity transactions with corporates and financial institutions, in Europe and emerging markets. Laure holds a postgraduate degree from business school HEC Paris.



**Mr Andrea Corsini**

*Region of Emilia-Romagna*

Minister for Tourism and Trade

Born in Cervia, province of Ravenna, in 1964.

Graduated in Forest Science at the University of Florence;

1990-2001 Director of *Cooperativa Atlantide* (Cervia);

2001-2004 Councilor at the Municipality of Cervia;

2004 - 2006 member of Provincial Executive of Ravenna;

2006-2014 Councilor at the Municipality of Ravenna (in charge of Tourism, Commerce, Public Works, Traffic, Civil Protection and Subsidence);

2006-2014 President of *Unione di Prodotto Costa*;

2014 appointed by President Bonaccini as a member of Emilia-Romagna Regional Government in charge of Tourism and Trade.



**Ms Annemiek Jetten**

*European Committee of the Regions*

Rapporteur on *Age-Friendly Tourism* and Mayor  
of the municipality of Vlaardingen (NL/PES)

Annemiek M.M. Jetten MSc, LL.M., mayor of the municipality of Vlaardingen in the western part of the Netherlands, near to Rotterdam. Member of the Committee of the Regions since 2014 and Vice President of the Dutch Delegation. Member of the NAT commission and of the PES-group in the Committee of the Regions. Author of the opinion on age-friendly tourism. Enthusiastic and involved with the European cooperation.



**Mr Fabrice Moulin**

*Île-de-France / Paris Region Tourist Board*

Head of Development and Accommodation  
Unit

Fabrice Moulin is the head of Development and Accommodation Unit, at the Department of engineering and quality at the Paris Region Tourist Board. He oversees studies, supporting projects and financing to the tourism institutions and professionals. He also provides training on access to Regional Tourism Funds for Tourism.

He animates the support centre to entrepreneurs and project runners, to which he provides project engineering advice to develop their tourism-related projects, tourism market intelligence of the Region Île-de-France, and guidance on regional subventions.

He holds a Master in Tourism and Culture Economy, 1998, by the Institute for Research and Superior Studies of Tourism (University Paris 1 Panthéon – Sorbonne), Fabrice Moulin has been technical advisor and head of the office of the Deputy Mayor in charge of Tourism at the Paris City Council between 2003 and 2008, before joining the Paris Region Tourist Board as project manager also in charge of specialized studies in the fields of hotel and tourist accommodation.



**Ms Christina Lercher**  
*Standortagentur Tirol*

Innovation and Cluster services, EU Programmes

Actual position: Project management EU-programmes - Enterprise Europe Network  
Born 1984 in Innsbruck, Tirol, Austria

Degree in Management and Law from the Management Center Innsbruck in 2009.  
2004-2011 Institute for Biomedical Aging Research, Austrian Academy of Sciences: EU project management for 3 FP6 projects, 4 FP7 projects, support to 1 ERA-NET and organisation of 1 EU-funded symposium. Familiar with European funding programmes since FP5. Management of several national-funded projects.

2005-2007 project management for a start-up company in the biotechnology sector.  
2011-2014 Regional Contact Point for the 7<sup>th</sup> Framework Programme. Expert for project management of FP7 and Interreg projects. Responsible for the success of the FP7-smart city demonstration project Sinfonia.

Since 2014 expert for Horizon 2020 and other EU-Programmes, expert in innovation funding programmes. Offering service and support for SMEs in project application and management and international cooperation.



**Mr Eduardo Santander**

*European Travel Commission*

Executive Director of the European Travel Commission and Chairman of the European Tourism Manifesto for Growth and Jobs

Multilingual executive. Educated in Spain, USA and Austria Mr. Santander holds a PhD and a MBA degree. He has broad experience in tourism marketing, advocacy and public affairs gained in diverse private companies and public institutions from the tourism and hospitality sector. He is also guest lecturer on tourism marketing at international business seminars in a number of US and European Universities. He's a frequent speaker in Tourism, Hospitality Industry and Destination Marketing forums and a passionate panellist.





**Mr Ossi Martikainen**

*European Committee of the Regions*

*Local councillor of Lapinlahti (FI/ALDE)*

Ossi Martikainen is a local councillor of Lapinlahti, Finland. He is a member of the ALDE Group in the European Committee of the Regions and coordinator of Natural Resources Commission. In 2016 he drafted the opinion on food waste which was adopted at the CoR Plenary Session in June the same year. He previously worked as Special Assistant to Paavo Väyrysen MEP during his time in the European Parliament and also responsible Foreign Trade as a Chairman of the district of Upper Savonia.