

European Year of Cultural Heritage 2018
***“Enhancing sustainable entrepreneurship for private
heritage house”***

6 November 2018 (14h30- 18h0)
European Committee of the Regions- Room JDE51
Agenda

14h30 **Welcoming**

15h00 **Opening speeches**

- Uno SILBERG, Member of the European Alliance group, European Committee of the Regions
- Rodolphe de LOOZ-CORSWAREM, Executive President, European Historic Houses

15h15 **Keynote speech**

- Themis CHRISTOPHIDOU, Director-General, Directorate-General for Education, Youth, Sport and Culture, European Commission

Moderator: Sneška QUAEDVLIEG-MIHAILOVIĆ, Secretary General, Europa Nostra

15h30 **Panel 1: Contribution of European heritage houses to EU attractiveness**

Keynote: Tom JONES, Member of the European Economic and Social Committee, Rapporteur on the own-initiative *“The contribution of Europe’s rural areas to the 2018 Year of Cultural Heritage ensuring sustainability and urban/rural cohesion”*

- William CARTWRIGHT-HIGNETT, Coordinator « Next Generation Group », Historic Houses Association
- Eduardo SANTANDER, Executive Director, European Travel Commission

16h00 **Questions & Answers**

16h15 **Panel 2: Development of new innovative business models to sustain heritage houses**

Keynotes: Patrick KLEIN, Advanced technologies, Clusters and Social Economy Unit / Girma ANUSKEVICIUTE, Tourism and creative industries Unit, European Commission, DG GROW Entrepreneurship & Tourism

- Bastien GOULLARD, Founder of Dartagnans start-up
- Csilla HEGEDÜS, President of Transylvania Trust
- Madina BENVENUTI, Founder of Mad’in Europe

17h00 **Questions & Answers**

17h20 **Special message:** Stéphane BERN, Journalist and Founder of Foundation Stéphane Bern pour l’Histoire et le Patrimoine, French Institute