



**Deutsch-Arabisches
Industrie- und Handelskammer**
German-Arab
Chamber of Industry and Commerce
الغرفة الألمانية العربية للصناعة والتجارة



Project
funded by the
EUROPEAN UNION

2nd Euro Mediterranean Tourism Forum

Tourism in Alexandria + North Coast: The road to successful off-season management and diversification

8th September 2015, Alexandria Chamber of Commerce, Alexandria, Egypt



15:00 – 15:30	Registration for LFG meeting and Capitalization
15:30 – 16:00	<p>Welcome</p> <p>Ahmed Al Wakil, Chairman Alexandria Chamber of Commerce</p> <p>Carmela Cotrone, GOALS EU Project Manager, IRVAT</p> <p>Angel Gutierrez Hidalgo, First Counsellor to the European Union Delegation, Head of Economic Reform section</p> <p>Dr. Nagwa El Shenawy, Undersecretary, Head of EU Sector, Ministry for International Cooperation</p> <p>H.E. Ambassador Raouf Saad, Assistant Minister of Foreign Affairs and Chairman of the National Steering Bureau for the implementation of Egypt-EU Partnership Agreement</p> <p>H. E. Hany El Messiry, Governor of Alexandria (tbc)</p>
16:00 – 16:30	<p>Presentation of GOALS and Ummayyad upcoming project activities.</p> <p>Dr. Alaa Ezz, CEO/Secretary General, FEDCOC/CEEBA</p> <p>Christine George, Project Manager, German-Arab Chamber of Industry and Commerce</p>
16:30 – 17:00	Coffee break + Press encounter
17:00 – 17:20	<p>Off-Season management for tourism in Alexandria + North Coast</p> <p>Azza Ibrahim, General Director, Ministry of Tourism in Alexandria</p>
17:20 – 17:50	<p>Strategy for accessibility and diversification of the tourism offer</p> <p>Nasser Turkey, Board Member, Federation of Chambers of Tourism (tbc)</p> <p>Dr. Gihan Saleh, Dean of College of Transport and Logistics, Arab Academy for Science, Technology and Maritime Transport</p> <p>Wassim Mohei El Din, Chairman San Giovanni Group</p> <p>Hanan Wifky, Federation of Chambers of Tourism, Alexandria</p> <ul style="list-style-type: none"> -Airports, railways, road transport -New itineraries -Int. Event Calendar
17:50 – 18:30	Q+A Round table discussion with LFG stakeholders

GOALS and UMAYYAD are projects financed by the EU through the CBC ENPI programme, and they focus on niche tourism itineraries to develop the economy of specific regions. www.goals-encpicbmed.com <http://umayyad.eu>