

## Programma

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Programme

*There may be further changes to the programme*

DAY ONE – JANUARY 30<sup>th</sup> 2009

**9.00 Registration and welcome coffee**

**9.30 Opening Plenary**

Sala Cavour

Moderator

Andrea Pancani – Journalist

Welcoming addresses

Maria Luisa Coppa – President ASCOM - Confcommercio Turin

Mercedes Bresso – President Regione Piemonte

Antonio Saitta – President Provincia of Turin

Sergio Chiamparino – Mayor of Turin

Alessandro Barberis – President Camera di Commercio of Turin

Alain Elkann – Vice President Fondazione Rosselli

Introduction to the proceedings

Bernabò Bocca – President Confturismo – Confcommercio

Speaker

Walter Veltroni – General Secretary Partito Democratico

**11.45 – 13.30 Parallel Sessions**

**13.30 – 14.30 Lunch**

**14.30 – 16.15 Parallel Sessions**

**16.30 – Plenary Session (Sala Cavour):**

Speakers:

Maurizio Sacconi – Minister for Labour, Health and Social Policies

Sandro Bondi – Minister for Culture

**The parallel sessions will continue afterwards**

## **Session One – Promoting and communicating Italian style in the world**

Sala Giolitti

### Introduction

Davide Ferrario – Film director

### Chairman

Andrea Pancani – Journalist

*Presentation of the research*

### Speakers

#### **1. New competitive scenarios**

Fabrizio Guelpa – Senior Economist Servizio Studi Intesa Sanpaolo

#### **2. The promotion of culture, territories and Italian style**

Pier Giorgio Fossati – Vice President, Association of Italian Film Commissions (IFC)

Umberto Donati – Director Italian Institute of Culture in Tokyo and Kyoto

#### **3. The role of businesses**

Bob Cotton – CEO British Hospitality Association

Grazia Bottiglieri – President and CEO Rizzo-Bottiglieri-De Carlini Armatori SpA and  
Member of the Board of Management Sangemini SpA

#### **4. International marketing systems**

Gisele Danis – Executive Director Brand Canadian Tourism Commission (CTC)

**Session Two – Material and immaterial networks for tourism development in the territories**

Sala Sella

Introduction

Patrizio Roversi – Journalist and TV presenter

Chairman

Luca Mercalli – President Società Meteorologica Italiana

*Presentation of the research*

Speakers

**1. Transport scenarios**

Neil Paulley – Director of TRL (European Transport Policy and Research) Academy, UK

**2. Intermodal transport**

Peter White – Professor of Public Transport Systems University of Westminster

**3. Air transport**

Jaap de Wit – Director of the Research Centre at Amsterdam Aviation Economics (AAE)

**4. Aerospace technologies**

Giuseppe Viriglio – Chairman of the Board of Directors Telespazio

**5. Information technologies**

Philippe Chérèque – Executive Vice President, commercial, Amadeus

Carlo Infante – Lecturer in Performing Media European Institute of Design (IED)

Lorenzo Brufani – Spokesman Tripadvisor Italia

**Session Three – Friendly urban contexts: ways of living / visiting cities**

Sala Einaudi

Introduction

Antonio Pascale – Writer

Chairman

Mario Tozzi – President Parco Nazionale Arcipelago Toscano

*Presentation of the research*

Speakers

***1. Urban scenarios and behaviours: from the resident to the tourist***

Tim Stonor – Managing Director Space Syntax, London

***2. Urban quality and accessibility***

Fred Kent – President Project for Public Spaces – non-profit organisation – USA

Richard Ingersoll – Professor of Planning, History of Architecture and Urban

Environment, Syracuse University – Florence

***3. Mobility, collective public transport, connectivity***

Sandro Rambaldi – Co-ordinator Physics of the City Laboratory, University of Bologna

***4. Urban transformation, regeneration, Urbotica***

Vittorio Gregotti – Architect Gregotti Associati International

Franco La Cecla – Architect and anthropologist

Pier Paolo Maggiora – Architect

DAY TWO – JANUARY 31<sup>st</sup>, 2009

**10.30 Registration and welcome coffee**

Sala Einaudi

**11.00 – 11.15**

Summaries of the Sessions

**11.15**

Introductory speech

Jacques Attali – Professor of Economics and President PlaNet Finance

**11.45**

Round table debate

Chairman

Paolo Del Debbio – Journalist

Michela Vittoria Brambilla – Junior minister at the Prime Minister's Office responsible for Tourism

Sergio Chiamparino – Mayor of Turin

Matteo Marzotto – President ENIT – Italian National Agency for Tourism

Santo Versace – Founder and first President Fondazione "Altagamma"

Mauro Di Dalmazio – National Co-ordinator of the Regional Councillors for Tourism

Enrico Salza – President of Management Board Intesa Sanpaolo

Bernabò Bocca – President Confturismo - Confcommercio

**For information:**

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Fondazione Rosselli

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