

### 3<sup>RD</sup> REGIONAL TOURISM ROUND TABLE

*Hotel Sarajevo, Sarajevo, Bosnia and Herzegovina, May 28, 2009*

- 08:30 – 09:00 *Coffee and Introductory Networking*
- 09:00 – 09:10 Welcome Speech - **Mr. Semsudin Dzeko, President, Tourism Association of Bosnia Herzegovina**
- 09:10 – 09:30 **TOPIC 1 – National Geographic Traveler Supplement Promoting the Western Balkans** (Presentation by **Lynn Ackerson**, Director of Marketing, National Geographic Traveler)
- 09:30 – 10:00 Questions & Answers and Strategic Discussion on Topic 1 (Moderator: Filip Stojanovic)
- 10:00 – 10:30 *Networking Break*
- 10:30 – 11:00 **TOPIC 2 – Destination Management** (Presentation by **Susan Warren**)
- 11:00 – 11:30 Questions & Answers and Strategic Discussion on Topic 2 (Moderator: Filip Stojanovic)
- 11:30 – 12:00 **TOPIC 3 – Practical Examples of Regional Tourism Routes** (Presentation by **Thierry Joubert**, Green Visions Bosnia and Herzegovina and **Slavica Vukcevic**, Montenegro Adventures)
- Cross border hiking (walking from Sutjeska National Park to Durmitor National Park) and cultural program
- 12:00 – 13:00 *Light lunch with business networking*
- 13:00 – 13:30 **TOPIC 4 – EU Funding for the Tourism Sector** (Presentation by **Petra Klepo** and **Zeljko Maric**, Microgrupa, Croatia)
- Practical examples of successfully implemented projects (what kind, how are the partners, how it is done, etc.)
  - Project opportunities – by country or regional / cross border
- 13:30 – 14:00 Questions & Answers and Strategic Discussion on Topic 4 (Moderator: Filip Stojanovic)
- 14:00 – 14:30 **Practical Experience of Investing in Tourism in the Region: Current Challenges and Future Opportunities** (Presentation by **Sam Sezak**)
- 14:30 – 15:00 *Networking Break*
- 15:00 – 16:00 **Updates on the Ongoing Regional Activities / Initiatives** (maximum 10 minutes each)
- **Regional Tourism Portal** – **Ludmila Goode**, USAID ICT BPA Initiative
  - **Quality Mark (QM) Initiative**: Albania – **Allison Rossetto**, SNV Albania; Macedonia – **Sasha Gavrilovich**, Exploring Macedonia; Montenegro – **Susan Warren**, SNV Montenegro; Kosovo – Filip Stojanovic
  - **Others - IT Solutions for the Tourism Sector**– Filip Stojanovic
- 16:00 – 17:00 Conclusions and Next Steps (Moderator: Filip Stojanovic)
- 17:00 – 18:00 *Closing Networking - Wine and Cheese*

**3<sup>rd</sup> Regional  
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