

AGENDA

moderator: FENG Keru, Key expert, IURC-China

Time	Programme
09:00 - 09:10 (CET) 16:00 - 16:10 (CST)	Opening Session Frank Schmiedel <i>First Counsellor, Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), EU Delegation to China</i> WANG Qian <i>Team Leader, IURC China</i>
09:10 - 09:20 (CET) 16:10 - 16:20 (CST)	Setting the scene: Tourism and Culture - Trend and policies in the EU and China
09:20 - 10:50 (CET) 16:20 - 17:50 (CST)	Panel 1: Green tourism: the challenges and opportunities <ul style="list-style-type: none"> • 3 EU cities/regions • 2 Chinese cities/regions Panel 2: Tourism and cultural innovation in a digital era <ul style="list-style-type: none"> • 3 EU cities/regions • 3 Chinese cities/regions Panel 3: Balance between tourism, cultural heritage, and creativity <ul style="list-style-type: none"> • 2 EU cities/regions • 2 Chinese cities/regions
10:50 - 11:00 (CET) 17:50 - 18:00 (CST)	Summary, next steps and closing remarks