



Building a Baltic Tourism Region – Investment for Tomorrow

Joint meeting of the Economics, Energy and Innovation Committee, Education, Science and Culture Committee & Welfare Committee of the Baltic Assembly

*22 May 2015
Jurbarkas, Lithuania*

PROGRAMME

Conference Hall of the “Panemunės pilis” Hotel

09:00–09:15

Introductory Session

Chaired by:

- **Mr Bronius Pauža**, Chairman of the BA Economics, Energy and Innovation Committee, Lithuania
- **Mr Valerijus Simulik**, Chairman of the BA Education, Science and Culture Committee, Lithuania
- **Ms Jolita Vaickienė**, Chairperson of the BA Welfare Committee, Lithuania

Welcome address by:

- **Mr Skirmantas Mockevičius**, Mayor of Jurbarkas District Municipality, Lithuania
- **Mr Artūras Skardžius**, Deputy Chair of the Seimas Committee on Economics, Lithuania

09:15–12:30

LONG-TERM BALTIC TOURISM STRATEGY

- What is the current state of Baltic cooperation in tourism sector?
- How communication and cooperation between stakeholders in tourism sector should be maintained?
- Where are the constraints for cooperation of the Baltic States in tourism sector?
- What political, legal and financial instruments need to be adopted on the parliamentary and governmental level to power the Baltic cooperation in the tourism sector?
- What are joint tourism projects in the Baltic region?
- Development of a joint marketing of the Baltic Region as a common tourism destination. How better to promote the Baltic region beyond its borders? How to develop an attractive and recognizable Baltic profile?
- Role of the modern technologies for promoting Baltic cooperation in tourism sector

Views at governmental level

- **Ms Lidiya Bajarūnienė**, Chief Specialist of the Tourism Policy Division, Ministry of Economy, Lithuania
- **Ms Jurgita Kazlauskienė**, Director of the State Department of Tourism under the Ministry of Economy, Lithuania
- **Mr Jānis Volberts**, Head of Foreign Investment Attraction, Tourism and Export Promotion Division, Ministry of Economics, Latvia
- **Mr Martti Kalvik**, Executive Officer, Trade Division, Internal Market Department, Ministry of Economic Affairs and Communications, Estonia

Views from the perspective of tourism associations

- **Mr Gražvydas Morkus**, Managing Director of the Lithuanian Medical Tourism
- **Ms Marina Paņkova**, Secretary General of the Association of Latvian Travel Agents and Tour Operators (ALTA)

Views from the perspective of business

- **Ms Eglė Jaugienė**, Managing Director of the Baltic Travel Group, Lithuania

Views from the perspective of international delegates

- **Mr Ivan Krulko**, Deputy Head of the Ukrainian delegation to the GUAM PA

Debate. Summing up and conclusions

12:30–13:00 **Internal meeting of the BA Economics, Energy and Innovation Committee**
Conference Hall

Departure of the participants