

# INDUSTRIAL TOURISM CONFERENCE



**PRÍNCIPE ROOM**  
Pavilion 8 at Montjuïc Venue (Barcelona)

- 10:10** Registration – Check in
- 10:30** Welcome
- 10:45** **“Sant Joan de Vilatorrada: The Blind Tour”**
- Josep M. Pey** (Manager of B-Industrial)  
**Eusebi Casanelles** (Coordinator of Work day)
- Pepi Martínez i Font** (Technical Secretary of XATIC)  
**Susana Gomila** (Founding member of Cooperaiva Territoire)  
**Laura Trench** (Councilor for Economic Promotion, Trade, Tourism and Consumption of Sant Joan de Vilatorrada)  
**Organization: XATIC (Xarxa de Turisme Industrial de Catalunya) – Sant Joan de Vilatorrada City Council**
- 11:30** – coffee break –
- 12:00** **“Presentation of the Digital Guide of Industrial Tourism in Spain”**
- Julián Cabrera Jiménez** (President of AOTI)  
**Organization: AOTI Asociación de Operadores de Turismo Industrial**
- 12:45** – break –
- 13:00** **“Industrial Tourism in León”**
- Nicanor Sen Velez** (Deputy for Tourism)  
**Roberto Fernández Fernández** (Director of Museo Siderurgia y Minería de Castilla y León in Sabero)  
**Yasodhara Martínez Ramón** (Director of Fábrica de la Luz – Museo Nacional de la Energía in Ponferrada)  
**Mari Paz Martinez Ramón** (Mayoress of Fabero City Council)  
**Organization: Consorcio Provincial de Turismo de León**
- 13:45** – lunch break (by free) –
- 16:00** **“Main projects for enhancement of heritadge in the province of A Coruña” and “Mariñas Coruñesas, the First Ecotourism Destination in Galicia”**
- Xosé Regueira Varela** (Vicepresident and Deputy for Tourism in Diputación Provincial de A Coruña)  
**Ángel Eiroa Poe** (Technical Guide of Tourism in Diputación Provincial de A Coruña)  
**José Antonio Santiso Miramontes** (President of Consejo de Dirección de la Reserva de Biosfera “Mariñas Coruñesas e Terras do Mandeo”)  
**Diego López Pedreira** (Technic of Biosphere Reserve “Mariñas Coruñesas e Terras do Mandeo”)  
**Organization: Diputación Provincial de A Coruña**
- 16:45** **“Royal Factory and Territory. The proposal of Alcora City Council regarding the tourist valorization of ceramic industrial heritadge”**
- Samuel Falomir Sancho** (Mayor of l’Alcora)  
**Eladi Grangel Nebot** (Director of Ceramic Museum in l’Alcora)  
**Teresa Pilar Artero Gonell** (Manager of didàctics at Ceramic Museum in l’Alcora)  
**Organization: Museo de Cerámica de l’Alcora**
- 17:30** – coffee break –
- 18:00** **“Tourist Destination, Valladolid is Wine”**
- Rubén González Montoro** (Tousim activities Manager)  
**Organization: Diputación de Valladolid**
- 18:45** **“The development of industrial tourism, and the role of European grants (COSME and ERASMUS+)”**
- Adriaan Linters**(General Secretary EFAITH)  
**Organization: EFAITH (European Federation of Associations of Industrial and Technical Heritage)**

Next, the award of **Industriana** badge to Esplugues de Llobregat City Council for its museum "La Rajoleta" (Pujol i Bausis) by **EFAITH**

*All presentations and communications will be in Spanish language except at 6:45pm which will be in English (no translation service)*

Organization:

**el generador**

Sponsored:



In collaboration with:

**B▶ TRAVEL**

**TurismeIndustrial.cat**  
Descobreix, comprèn, viu.