

**PRESS ROOM  
Pavilion 8**

<b>14:45</b>	<b>Accreditations</b>	
<b>15:00</b>	<b>Opening of the Conference</b>	<b>Marta Serra</b> (Director of the B-Travel fair) <b>Josep M. Pey</b> (Director of B-Industrial) <b>Eusebi Casanelles</b> (Conference's responsible)
<b>15:20</b>	<b>"Sabadell, the Catalan Manchester"</b>	<b>Marc Monells Hernández</b> (Head of the city's Projection and Tourism program) <b>Organised by: Ajuntament de Sabadell</b>
<b>15:40</b>	<b>"Origins": The Arnao Mine Museum, the only underwater coal mine in Europe</b>	<b>Mar González Iglesias</b> (Adviser for tourism and economic revitalization) <b>Organised by: Town hall of Castrillón</b>
<b>16:00</b>	<b>"Travel to the heart of a coal mine through two unique experiences: Pozo Sotón and Mine Ecomuseum Valle de Samuño"</b>	<b>Gustavo Martínez and Lilia García Lorenzo</b> (Hunosa) <b>Pamela Álvarez and Jorge Vallina</b> (Town hall of Langreo - UTE Ecomuseu Manager and MUSI) <b>Organised by: Hunosa and Town hall of Langreo (Minas de Asturias)</b>
<b>16:20</b>	<b>"Presentation of the Industrial Tourism Guide of Spain 2023"</b>	<b>Josep Maria Pey</b> (CEO El Generador – Partner of AOTI) <b>Organised by: El Generador - AOTI</b>
<b>16:40</b>	<b>- coffee break -</b>	
<b>17:00</b>	<b>"Club of Industrial and Scientific Products: ALMERÍA in the SCIENCE"</b>	<b>Carmen Liria</b> (Director of "Made in Macael - Guías Turísticas") <b>Organised by: Diputación de Almería</b>
<b>17:20</b>	<b>"The adventure of the railway in Mora la Nova" and "Package to make our proposal more attractive"</b>	<b>Alex González Escudero</b> (Volunteer in the communication area of the Mora la Nova Railway Museum) <b>Anna Pujol</b> (Product Manager of Fent País) <b>Organised by: XATIC</b> (Industrial Tourism Network of Catalonia)
<b>17:40</b>	<b>"Museum MEGA Mundo Estrella Galicia"</b>	<b>Oscar López Cernadas</b> (Sales and Events Manager) <b>Organised by: Conseil provincial de A Coruña</b>
<b>18:00</b>	<b>"Batán Museum and The Municipality (Val de San Lorenzo Town Hall) "Chocolate Museum" (Astorga)"</b>	<b>Nicanor J. Sen Vélez</b> (Deputy Tourism) <b>Miguel Ángel Cordero López</b> (Responsible of Museum Batán and La Comunal, Town hall of Val de San Lorenzo) <b>M. Rosario Roig Sauri</b> (Communication Councillor, Astorga City Council) <b>Organised by: Provincial Tourism Consortium of León</b>
<b>18:20</b>	<b>"Portuguese Industrial Tourism Network"</b>	<b>Alexandra Alves</b> (Coordinator of Industrial Tourism of Sao João da Madeira and member of the Dynamization Group of the Portuguese Industrial Tourism Network) and <b>Teresa Ferreira</b> (Director of the Department of Supply and Resources Reinforcement of Turismo de Portugal) <b>Organised by: Dinamisation Group of the Portuguese Network of Industrial Tourism – Tourism of Portugal</b>
<b>18:40</b>	<b>"Visit of a date farm"</b>	<b>Miguel Ángel Sánchez Martínez</b> (Todo Palmera) <b>Organised by: Provincial Tourism Council Costa Blanca</b>
<b>19:00</b>	<b>Conclusions of the Conference</b>	

*There will be NO translation service*

Organised by:



Sponsors:



With the collaboration of:

