



PROFESSIONAL TOURISM CONFERENCE

thursday



27
march

PRESS ROOM
Pavillon 8

16:15 Acreditations

16:45 Opening of the Conference

Marta Serra (Director of B-Travel)

Salvador Barcons (Director of B-Industrial)

Eusebi Casanelles (Conference's coordinator)

17:00 "AOTI: New Challenges"

Javier Sánchez García (President of AOTI *Asociación de Operadores de Turismo Industrial*)

Organised by: El Generador Turisme i Cultura S.L.
– AOTI partner –

17:20 "Sagunto. Reconversion of Industrial Heritage"

Sonia Garcés Romero (Manager of Valencian Foundation for industrial Heritage and Labor memory of Port of Sagunto)

Organised by: Sagunto City Council

17:40 "Industrial Tourism Guide of Catalonia" and "The importance of branded spaces in corporate communication"

Pepi Martínez i Font (Technical Secretary of Turismo Industrial. Cat –XATIC)

Rosa Avellà Bonet (President of MESCO *Associació de Museus i Espais Singulars Corporatius*)

Pedro García Demestres (Manager of Institutional Relations)

Organised by: XATIC (Xarxa de Turisme Industrial de Catalunya)

18:00 – coffee break–

18:30 "The El Campello Fish Market" – auction to final public"

Eva Alberola (Tourism Manager of El Campello City Council)

Organised by: Patronato Costa Blanca

18:50 "The revival of Caneliñas" and "MEGA Estrella Galicia Museum"

Margot Lamela Louzán (Mayoress of Cee)

Àlex Aguilar Vila (Animal Biology Professor at Universitat de Barcelona)

Oscar López (Sales Manager at MEGA Estrella Galicia Museum)

Organised by: Deputación d' ACoruña

19:30 – Closing of the Conference –

Organised by:



Sponsors:



With the collaboration of:

