

**PRESS ROOM
Pavilion 8****14:45** Accreditations**15:00** Opening of the Conference

Marta Serra (Director of the B-Travel fair)
Josep M. Pey (Director of B-Industrial)
Eusebi Casanelles (Conference's responsible)

15:20 "The adventure of the railway in Mora la Nova" and "Package to make our proposal more attractive"

Alex González Escudero (Volunteer in the communication area of the Mora la Nova Railway Museum)
Anna Pujol (Product Manager of Fent País)
Organised by: XATIC (Industrial Tourism Network of Catalonia)

15:40 "Origins": The Arnao Mine Museum, the only underwater coal mine in Europe

Mar González Iglesias (Adviser for tourism and economic revitalization) **Organised by:** Town hall of Castrillón

16:00 "Travel to the heart of a coal mine through two unique experiences: Pozo Sotón and Mine Ecomuseum Valle de Samuño"

Gustavo Martínez and Lilia García Lorenzo (Hunosa)
Pamela Álvarez and Jorge Vallina (Town hall of Langreo - UTE Ecomuseu Manager and MUSI)
Organised by: Hunosa and Town hall of Langreo (Minas de Asturias)

16:20 "Presentation of the Industrial Tourism Guide of Spain 2023"

Josep Maria Pey (CEO El Generador – Partner of AOTI)
Organised by: El Generador - AOTI

16:40 – coffee break –**17:00** "Club of Industrial and Scientific Products: ALMERÍA in the SCIENCE"

Carmen Liria (Director of "Made in Macael - Guías Turísticas")
Organised by: Diputación de Almería

17:20 "Sabadell, the Catalan Manchester"

Marc Monells Hernández
(Head of the city's Projection and Tourism program)
Organised by: Ajuntament de Sabadell

17:40 "Museum MEGA Mundo Estrella Galicia"

Oscar López Cernadas (Sales and Events Manager)
Organised by: Conseil provincial de A Coruña

18:00 "Batán Museum and The Municipality (Val de San Lorenzo Town Hall) "Chocolate Museum" (Astorga)

Nicanor J. Sen Vélez (Deputy Tourism)
Miguel Ángel Cordero López (Responsible of Museum Batán and La Comunal, Town hall of Val de San Lorenzo)
M. Rosario Roig Sauri (Communication Councillor, Astorga City Council)
Organised by: Provincial Tourism Consortium of León

18:20 "Portuguese Industrial Tourism Network"

Alexandra Alves (Coordinator of Industrial Tourism of Sao João da Madeira and member of the Dynamization Group of the Portuguese Industrial Tourism Network) and **Teresa Ferreira** (Director of the Department of Supply and Resources Reinforcement of Turismo de Portugal) **Organised by:** Dinamisation Group of the Portuguese Network of Industrial Tourism – Tourism of Portugal

18:40 "Visit of a date farm"

Miguel Ángel Sánchez Martínez (Todo Palmera)
Organised by: Provincial Tourism Council Costa Blanca

19:00 Conclusions of the Conference*There will be NO translation service*Organised
by:

Sponsors:

Ajuntament
de Sabadell

With the collaboration of:

TurismeIndustrial.cat
Descobreix, comprèn, viu.