NAUTICOM

Red Náutica de Cooperación en la Macaronesia

Online FORUM

Maritime and coastal tourism, a core sector for the blue and green economy in Macaronesia

October 6th, 2021

Registration: **LINK**

ORGANISED BY

CETECIMA
CENTRO TECNOLOGICO CIENCIAS MARINAS

CO-FINANCED BY

MAC 2014-2020 Cooperación Territorial

Interreg

PROGRAMME *Canary Islands Time (WEST)*

09.00 **OPENING**
Mr. Jose Luis Guersi Sauret. President of CETECIMA
Mr. Lluís Serra Majem. President of the ULPGC
Mrs. Mafalda Freitas. Director of the Sea of the Madeira Government

09.30 **PANEL 1. EXPERTS' SESSION.** *Moderator: Carmelo León. Director of the TIDES-ULPGC Institute*

- Enabling the potential of boating and nautical tourism for islands and coastal regions. **Philip Easthill**
- **Secretary General. European Boating Industry**
- Challenges that tourism SMEs and micro-SMEs will face in the coming years and transition pathway for tourism. **Elfa KERE. Policy Officer. DG GROW, European Commission**
- A new approach for a sustainable blue economy in the EU "Transforming the EU's Blue Economy for a Sustainable Future". **Manuel PLEGUEZUELO. Policy Officer. DG MARE, European Commission**
- Training in Nautical Tourism. **Daniel Celis Sosa. President of the Official College of Canary Islands Tourism Professionals (COPTURISMO)**

10.30 **Q&A session**

11.00 **PANEL 2. NAUTICOM SESSION.** *Moderated by José Luis Guersi. President of CETECIMA*

- Factors limiting the international growth of nautical tourism companies: Tools and services created by NAUTICOM. **Yen Lam González. Doctor of the TIDES-ULPGC Institute**
- From technological and environmental diagnosis to eco-innovation in marinas. **Cayetano Collado Sánchez. Full Professor at the ULPGC and Juana Rosa Betancort Rodríguez. Head of Section in the Water Department of the ITC**
- The NAUTICOM Network, a sustainability framework for nautical cooperation in Macaronesia. **Mónica Quesada Peña. International Area Coordinator of CETECIMA**

12.00 **PANEL 3. TOURISM PRODUCTS SESSION, SUSTAINABILITY OF NAUTICOM ACTIONS (MARCET2)**
Macaronesia tourism products, creation, development, and future perspectives
Yen Lam González. Doctor of the TIDES-ULPGC Institute.
Patricia Solinis Camalich. Project manager at CETECIMA

12.50 **Closure**
Mr. Gabriel Megías. Managing Director of ITC
Mr. Jose Luis Guersi Sauret. President of CETECIMA

PARTNERS AND ASSOCIATES MEMBERS