



- 
- Visegrad Fund
- 
- 



# Invitation to international conference

## THE CARPATHIANS

AS A  
COMPETITIVE  
DESTINATION  
FOR  
SUSTAINABLE  
TOURISM IN  
EUROPE

28. 10.2015,  
Bratislava, Slovakia

## Conference Description

The main goal of the conference "Visegrad as a competitive destination for sustainable tourism in Europe" is to stimulate interactive debate how to use the potential of the V4 group with main focus on the Carpathian region. Experts from the region (policy makers, private sector, and tourist operators) will exchange their practical experiences. The event will try to help to regional and local authorities to be more efficient to attract the region and to use different types of financial contributions. In this regard one of the main topics of the conference will be how to achieve a higher quality of services in tourism sector, increase the competitiveness and cooperation in the V4 region as a whole.

## Conference Organizer

**Inštitút hospodárskej politiky, n.o.  
Economic Policy Institute, n.p.o.**

## Conference Partners

- School of Economics and Management in Public Administration in Bratislava, (VŠEMvs), Bratislava, Slovakia
- Hungarian Hotel & Restaurant Association, Budapest, Hungary
- The Czech Association of Hotels and Restaurants, Praha, Czech Republic
- The Association Carpathian Euroregion Poland, Rzeszów, Poland

## Conference Programme

**October 28<sup>th</sup> 2015 – Wednesday**

### **08:30 Conference registration**

#### **09:00 Opening Session**

- *Opening Speech – MTCRD SR - Tourism Section General Director Mrs. Ivana Magátová*
- *Film*

#### **09:10 Plenary Session**

- *VŠEMvs - Rector Mrs. Viera Cibáková*
- *MTCRD SR – State Secretary Mr. František. Palko*
- *UNWTO - Regional Director for Europe Mrs. Isabel Garaña*
- *Ambassador extraordinary and plenipotentiary of the Slovak Republic to the Kingdom of Spain – Mr. Vladimír Grác*

### **09:40 Panel 1**

"New visions in the competitive area of the V4 countries in the Carpathian region"

- *MTCRD SR - Tourism Section General Director Mrs. Ivana Magátová*
- *MRD CZ - Tourism Department Director Mrs. Jitka Mattyašovská*
- *MNE HU - Head of Tourism Department Mrs. Dorottya Gyenizse*
- *MS&T PL - Department of Tourism - Director Mrs. Maria Napiórkowska*

### **12:00 Lunch**

### **12:10 Press Conference**

### **13:00 Panel 2**

"Carpathian Region – interesting product for development of sustainable and competitive tourism"

- *Hungarian Hotel & Restaurant Association – president Mr. Ákos Niklai*
- *The Czech Association of Hotels and Restaurants, – project coordinator Mrs. Michaela Pešková*
- *The Association Carpathian Euroregion Poland – Vice President Mr. Dawid Lasek*
- *Region Vysoké Tatry - Executive Director Mrs. Lenka Matášovská*

### **14:15 Conclusions and Conference Summary**

### **14:45 Conference End**

## Visegradfund role

The conference was supported by the International Visegrad Fund from the Standard Grants program registered under project name "The Carpathians as a competitive destination for sustainable tourism in Europe"

## Conference language

**English language**

## Conference place

**VŠEMvs, Furdekova 16, 851 04 Bratislava**

## Conference webpage

**[www.ihp.sk/v4](http://www.ihp.sk/v4)**

## Contact

**[konferencia@ihp.sk](mailto:konferencia@ihp.sk)**