



## 11<sup>th</sup> Conference of European Regions and Cities

### „Survival strategies for Regions and Cities in Europe“

Economics meets Politics

Sunday 27<sup>th</sup> - Tuesday 29<sup>th</sup> of September 2015  
Salzburg Congress, Europasaal  
Auerspergstraße 6, 5020 Salzburg, Austria

In cooperation with:



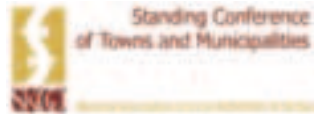
Union of Slovakian Towns and Cities



Association of Municipalities in the Republic of Croatia



Association of European Border Regions (AEBR)



Association of Romanian Municipalities



Croatian Institute of Local Government



Network of Associations of Local Authorities in SEE



We live in a rapidly-changing, complex world. European regions and cities need effective strategies to adapt and make the most of scarce resources and new technologies. The recent economic crisis illustrated all too well the impact of unpredictable and uncertain events. Regions and cities which were best prepared proved more resilient to global dynamics and better equipped to learn from their experiences.

Flexibility and resilience at the local and regional level are important for the EU as a whole: It is here where we need to create environments in which public and private investments boost entrepreneurship and encourage industrial competitiveness. Successful regions and cities nurture inclusivity and create the right conditions for new services and skills to develop. These are all essential elements for economic growth and job creation.

Resilience requires regions and cities to identify public investment priorities on the basis of deep knowledge and the broad and interactive involvement of stakeholders. The entrepreneurial process is at the heart of smart specialisation, which requires a continuous focusing and re-defining of innovation and growth priorities. This guarantees that policymakers exploit both current strengths and potential for development to the full.

The Energy Union Strategy and the 2030 Climate and Energy Framework offer good examples of how this type of strategic design can work. Closer regional cooperation, including across borders, and co-ordinated planning create the building blocks of a fully integrated EU energy market. Regional co-operation can also help to unlock the full potential of renewable energy, while minimising market distortions. One important challenge is to coordinate national energy plans on energy efficiency and renewables and make them compatible with regional plans such as the one on Regional Decarbonisation and local strategies like the one on Sustainable Energy Action.

The Covenant of Mayors initiative is another excellent example of how local and regional authorities can work together to make a real impact. Through their commitment to better energy efficiency and use of renewable energy sources, Covenant signatories aim to meet and even go beyond the EU's objective of 20% CO2 reduction by 2020. To date, the Covenant has 6,455 signatories representing a population of over 208 million people.

To optimise this smart specialisation, regional and city policy makers are working together to encourage people to change their behaviour. They are also promoting new systems of governance and management. By working together, we can build smart, resilient and responsive regions and cities, boosting economic growth and creating better places for everyone to live.

Tibor Navracsics

EU Commissioner for Education, Culture, Youth and Sport, Belgium



*The eleventh annual Conference of the European Regions and Cities in Salzburg will bring together a far-reaching network of cities, regions, companies, municipalities and institutions to discuss topics of great importance such as intelligent employment, cross-border energy cooperation, regional tourism and climate protection. In an interconnected and flourishing European Union, the cooperation of these local players is paramount in ensuring that power remains close to the people of Europe, as well as encouraging more widespread political participation, representation, and governmental efficiency. With increased collaboration and communication across borders, sustainable economic growth and stability can be more easily achieved, especially in new member states and those seeking future membership.*

*A strong rule of law on every level of government is absolutely necessary for continued economic growth, and the advancement of the European idea. This must be achieved on both a large and small scale by strengthening the administration of justice and the security of fundamental rights, a goal that should be sought out by every government. Cross-border cooperation allows small regions to communicate and work together to more seamlessly integrate themselves into the European community while ensuring the preservation of their rights, autonomy and culture within the larger European market. A strong network of neighbours and communities will not only help regions advance their interests, but will also create an atmosphere of support and resolve that will attract investment to these regions and highlight the principles of European Integration.*

*I am confident that the eleventh Conference of the European Regions and Cities will be a success and the discussions that take place will positively shape the future of regional cooperation across the European Union. I wish the speakers, organizers and participants the best of luck, and look forward to seeing what this conference does for the advancement and the benefit of Europe.*

**Johannes Hahn**

EU Commissioner for European Neighbourhood Policy and Enlargement Negotiations, Belgium

*Europe of today is faced with unprecedented challenges. Our cities must be the drivers of European economic, social and cultural recovery and the regions must be the engines for creating growth and new jobs. These challenges need to be tackled with a new mindset: one which encourages risk taking and innovative thinking. It is only by taking risks that we will be able to create livable cities and regions where citizens and business can thrive. From the perspective of the European Committee of the Regions, the EU's €315bn Investment Plan for Europe will be an essential tool to unlock financial support and to get Europe growing again. As the political assembly of regional and local authorities, we are the champions of subsidiarity: we want things to be done at the appropriate level in a simple, smart and results-oriented way. Within this context we are working with the European Investment Bank and the European Commission to make sure that the possibilities are efficiently and clearly presented to regions and cities on the ground and that they in turn can benefit from this fresh injection of financial support.*

*The law of evolution is that the strongest survives. I believe that together we can be stronger and in this way Europe's regions and cities will not only survive, but continue to grow and develop. Opportunities such as this conference, organized by the Institute of the Regions of Europe, are essential for municipalities, regions and enterprises from all over Europe share their experiences and best practices and to contribute to sustainable economic development. It is therefore a great honour for me to be part of this conference and to be able to express our strong commitment and support for your cause.*

**Markku Markkula**

President of the Committee of the Regions, Belgium

„Exchange of ideas works out easily in inspiring places like this.“

Salzburg is the birthplace of W.A. Mozart and annually hosts the world famous Summer Festival of classical music, drama and opera. Along with Vienna, Salzburg is one of the most important cities for classical music as well as contemporary art.



*In a Europe, where borders no longer represent invincible barriers, cross-border cooperation is gaining importance. Provisions for enhanced collaboration need to be implemented in order to strengthen economic and cultural approaches for regions in the future. Therefore, I am very pleased, that the Institute of the Regions of Europe (IRE) takes up this issue on a regular basis. Especially, the Conference of European Regions and Cities is an important platform, where decision-makers and experts from all over Europe meet, exchange opinions and share experiences.*

*This year's conference is focusing on some of the most significant subjects for the coming decade and beyond as regional research and innovation policies are becoming vital to pave the way for an innovative and smart workplace. This will not only transform the way we think about a smart work environment but also help to identify solutions to streamline business processes and improve efficiency in both internal and external communication.*

*In the run-up to the 2015 United Nations Climate Change Conference in Paris, climate protection and enhancing cross-border cooperation in the field of energy as a key to sustainable solutions of the future remain on top of the agenda for Europe and beyond. Therefore, and as the demand for energy is continuing to grow, we need to foster the harmonious development of new energy sources and contribute to a socio-economically efficient green transition in order to ensure a healthy investment climate in the energy sector.*

*Thanks to Austria's geographic location, we cooperate closely with our neighbouring countries and benefit greatly from it. Thus, further steps are to be taken to provide adequate structures for cross-border transportation, removing market barrier. The objective is to establish coherent strategies, with the aim to promote economic development and the prosperity of the citizens in the regions.*

*I am convinced that the 11<sup>th</sup> annual conference of the IRE will be a success with fruitful discussions and find joint solutions to common challenges on a regional level, from which Europe will profit in great extent.*

A handwritten signature in blue ink, which appears to read 'Reinhold Mitterlehner'.

**Reinhold Mitterlehner**

Vice-Chancellor and Federal Minister of Science, Research and Economy, Austria



*During the last 20 years financial assistance from the EU's Structural Funds has contributed significantly to regional development in Austria and has boosted modernization and investments throughout the regions. Many studies give strong evidence that Austria and its regions have benefitted above average from European integration and the effects of EU enlargement. This year's 20th anniversary of Austria's EU membership is an opportunity for a stocktaking with numerous events and symposiums to be held throughout the country.*

*Europe is facing particular challenges today. The financial and economic crisis has resulted in an increase of inequality in the distribution of wealth in Europe. A well-targeted Cohesion Policy is therefore all the more important to mitigate the effects of the crisis for Europe's regions and cities. Regional Policy will remain a key priority and one of the main investment policies for the future.*

*Our overall aim is and remains the reduction of regional disparities and a stronger cohesion in Europe. In this respect the exchange of experiences among EU member states, candidate and neighbouring countries is of vital importance as it fosters the process of bringing national policies in line with EU regional development policies.*

*The Institute of the Regions Conference of European Regions and Cities provides – as in previous years – an important platform bringing together regional and local politicians, authorities and experts of the Western Balkans countries which prepare to join the EU in the not too distant future. Their EU accession will mark another major step towards unifying our continent and achieving the common goals of stability, security, peace and prosperity. In the enlargement process the regional and local authorities need our assistance in order to be in a position to make best use of territorial funding programs. Currently, the Austrian Development Agency and the Austrian Association of Cities and Towns implement a program which funds transfer of know-how to regional and local authorities in the Western Balkans. We intend to further expand this program by winning new partners and to elaborate an EU Road Map for local and regional authorities.*

*Furthermore, it is through regional policy that the European Union is most visible to our citizens. Five years ago the Austrian Foreign Ministry and the Representation of the European Commission in Austria launched together a new initiative with the designation of „Municipal Councillors for European Affairs“ in as many Austrian municipalities as possible. This initiative has proved to be a very successful with currently approximately 700 Municipal Councillors for European Affairs serve as the first contact point for European issues in their municipalities and make a significant contribution to better explaining EU decisions on the regional and local levels.*

*Austria attaches great importance to strengthening territorial cooperation and facilitating and promoting cross-border, transnational and interregional cooperation. Since its foundation ten years ago the Institute of the Regions and its network have been instrumental in promoting cross-border cooperation and meeting the demand for dialogue and information on Europe at the regional and local level. I would therefore like to thank President Franz Schausberger and the Institute of the Regions of Europe for their continued efforts and commitment and I wish all participants of this year's Conference a fruitful exchange of ideas, lively discussions and enriching encounters!*

**Sebastian Kurz**

Federal Minister for Europe, Integration and Foreign Affairs, Austria



*As we emerge from a crisis with serious social and financial consequences for the people of Europe, the next years will be challenging and important for the European integration. Therefore it is necessary to strengthen the basis of Europe, notably the public accessibility and the cooperation between the regions.*

*As Co-host of the 11th Conference of European Regions and Cities together with the Institute of the Regions of Europe we hope to contribute to this process. Outstanding speakers will discuss crucial questions and develop ideas about the “Survival of the Regions and Cities in Europe”.*

*In regional areas economic growth is triggered by tourism and SMEs. Both fields suffer from the economic crisis. Regions have to meet challenges and overcome future obstacles by know-how and locally based assets. The goal is to boost regional innovation. We want to achieve economic growth and prosperity by enabling regions to focus on their strengths. To create intelligent jobs in urban and rural areas we have to bundle research and innovation. Europe's flagship initiative for the next years “Horizon 2020” aims to facilitate developments in the fields of science and industry to secure the competitiveness of the regions. In particular the tourism sector has a significant meaning for the economy of rural areas, notably for Salzburg. In order to ensure jobs in this field investments have to be unleashed. Furthermore, regions have to collaborate to protect natural habitats such as our “Nationalpark Hohe Tauern”. The impact of the climate change on Europe's environment and its society has become central. The launch of the Energy Union is a highly important example. It demonstrates that climate change and energy efficiency go hand in hand. Since the growth of greenhouse gas emissions does not stop at borders, it is crucial that the Energy Union supports the rethinking of sustainable and alternative energy. The aim is to safeguard affordable energy supply to every European in every region. Key players in reaching this target are the Regions of the European Union and their public authorities. Furthermore, European Citizens have to be addressed and encouraged to travel down the same path for Europe's future.*

*Europe takes place in its municipalities, cities and regions. Therefore the Conference of European Regions and Cities can help to facilitate and achieve European targets in the above mentioned fields notably to create jobs and growth on a regional level to tackle future barriers and to meet our obligations.*

**Wilfried Haslauer**

Governor of Salzburg, Austria



The Salzburg Residence in the historical city center is one of the venues of the 11<sup>th</sup> Conference of European Regions and Cities. The Congress Center is located only a few minutes walking distance from the residence.

„Salzburg is one of the most beautiful central European cities.“



*I am very much pleased that the Institute of Regions of Europe (IRE) chooses Salzburg as the venue for the 11<sup>th</sup> annual Conference of European Regions and Cities (CERC) and I really appreciate that the IRE initiates this useful and practical forum for discussions between representatives of politics and economy.*

*The main objective for political governments is to achieve and stabilize prosperity and a high quality of life. Due to the fact, that cities and regions are functionally independent, it is of vital importance to pool their forces and focus on the upcoming societal, environmental and economic Challenges. In that context a conference on the subject of “Survival strategies for Regions and Cities in Europe” is the best way to get in contact and discuss the developments and the needs at the European, national and regional level.*

*The Issues of the panel discussions – innovative projects for intelligent employment, energy transition, regional cooperation in the energy sector, regional tourism, climate protection – are also of great concern for the city of Salzburg. Besides its long tradition and strong orientation in tourism and culture, the city of Salzburg is also a pioneer in Austria for sustainability and innovative projects. Fundamental goals for climate protection and strategies for the urban development were set within the REK (spatial development program), including building standards, regulations in spatial planning and the introduction of renewable energy into the district heating network. To reach the ambitious climate targets of the EU, the city of Salzburg sees the needs to extend its efforts. For this reason the city council decided a very ambitious holistic energy and climate protection master plan in 2012.*

*I wish the Organizers and the Participants an enjoyable time in our beautiful city of Salzburg, inspiring discussions and in generally a very successful, informative and exciting conference! The Salzburg Congress Center provides the ideal setting for this event.*

**Heinz Schaden**  
Lord Mayor of the City of Salzburg, Austria

In its 10<sup>th</sup> year of existence the IRE deals with the question of survival strategies for regions and cities in an increasingly globalized world, which will be examined from various aspects during the upcoming 11th Conference of European Regions and Cities. We will particularly focus on regional research and innovation policies, regional energy strategies, regional tourism policies and regional food production.

Apart from the general topic, we will also discuss the currently burning issue of refugees in Europe that has a direct effect on regions and cities.

The conference begins with a discussion on EU enlargement and its impact on the regions and cities. Outstanding speakers and discussants guarantee an exceptional and interesting course of the conference. An extensive program of social activities offers many possibilities for communication and networking.

# 11<sup>th</sup> Conference of European Regions and Cities

## "Survival strategies for Regions and Cities in Europe"

Under the patronage of Univ. Prof. Dr. **Heinz Fischer**  
President of the Federal Republic of Austria

In cooperation with Land Salzburg represented by  
Dr. **Wilfried Haslauer**, Governor of Land Salzburg

In cooperation with the City of Salzburg represented by  
Dr. **Heinz Schaden**, Mayor of Salzburg

### Honorary committee:

**Tibor Navracsics**, EU Commissioner for Education, Culture, Youth and Sport

**Johannes Hahn**, EU Commissioner for European Neighbourhood Policy & Enlargement Negotiations

**Markku Markkula**, President of the Committee of the Regions

**Reinhold Mitterlehner**, Vice-Chancellor of the Republic of Austria, Federal Minister of Science, Research and Economy

**Andrä Rupprechter**, Austrian Federal Minister of Agriculture, Forestry, Environment and Water Management

**Sebastian Kurz**, Austrian Federal Minister for Europe, Integration and Foreign Affairs

**Hans-Jörg Schelling**, Minister of Finance

## Sunday, 27 September 2015

**Venue:** Salzburg Congress, Europasaal, Auerspergstraße 6, 5020 Salzburg, Austria  
**Conference languages:** German, English (additional languages available upon request)

12:00 **Registration**

### Lunch and Refreshments

13:00 **IRE General Assembly 2015**  
(Only IRE members are entitled to vote, all guests are welcome)

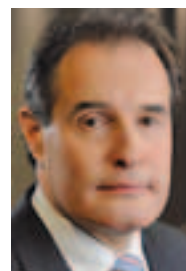
### 14:00 Networking Coffee Break

14:30 **Opening Address of the 11<sup>th</sup> Conference of European Regions and Cities**

**Franz Schausberger**, Chairman of the Institute of the Regions of Europe, former Governor of Land Salzburg, Austria

**Jörg Wojahn**, Head of the European Commission Representation in Austria, Vienna

15:00 **Burning issue "The wave of refugees in Europe"**



**Fabrice Leggeri**, Executive Director, European Agency for the Management of Operational Cooperation at the External Borders of the Member States of the European Union, FRONTEX, Warsaw, Poland (requested)

Countless people from war and conflict zones try to reach the European Union daily. Many of them lose their lives. Those who reach the shores depend on the regional and local authorities of the EU Member States. The accommodation of the refugees is a challenge for those responsible and for the population in general. Where do the refugees come from, what are the refugee routes, how will this development continue?

FRONTEX is the EU agency that manages the cooperation between national border guards to secure the external borders of the Union, support measures to rescue refugees, develop risk analysis, assist Member States with increased technical and operational matters at the external borders and will in future combat crime at the borders. The Secretary-General of FRONTEX Fabrice Leggeri will respond to the current problems and developments in his speech.

### 15:30 **IRE - Forum: EU Enlargement - only possible with regions and cities**

The enlargement of the EU focuses on South-Eastern Europe, six out of eight EU candidate countries or potential candidate countries are from the Western Balkans. The candidate countries must gradually implement EU policies and standards in their own country. But there are still large regional differences regarding development and preparation. Regional cross-border cooperation with EU neighbouring countries is essential, however still rare. How do candidate and potential candidate countries and their regional and local authorities prepare for EU accession? Are the regions involved in the accession process? What are best-practice examples? All this will be discussed with representatives of the candidate and potential candidate countries and experts from European institutions.

#### **Johannes Hahn, EU Commissioner for Neighbourhood Policy and Enlargement Negotiations: „Enlargement strategy of the European Commission“ (Video Message)**

**Moderation: Claus Reitan**, freelance Journalist, Vienna, Austria

**Shpend Ahmeti**, Mayor of Pristina, Kosovo

**Branislav Bugarski**, Provincial Secretary of Interregional Cooperation and Local Self Government, Novi Sad, Serbia

**Aleksandar Bogdanović**, Mayor of Old Royal Capital Cetinje, Montenegro

**Dino Elezović**, Head of Representation of Sarajevo (BiH) in Brussels

**Franz Schausberger**, Rapporteur of the opinion of the Committee of the Regions "Enlargement Strategy and Main Challenges 2014-2015", Brussels, Belgium

**Erich Unterwurzacher**, Head of Unit, Directorate General for Regional Policy, Brussels, Belgium

### 17:00 **End of Expert Forum**

18:00 **Guided Tour in the DomQuartier**, Cathedral of Salzburg, Residenzplatz 1 / Domplatz 1a, 5020 Salzburg

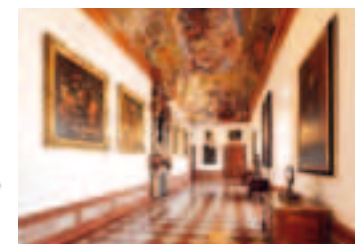
**Meeting point:** Hercules well in the patio of the Residenz Salzburg, Residenzplatz 1

#### **Baroque Authority - Baroque Glory**

15,000 magnificent square metres - 2,000 stunning exhibits - 1,300 moving years

With the opening of the new DomQuartier on 17 May 2014, Salzburg founded a cultural highlight in the heart of the city: the former centre of the archbishop's power, the complex consisting of palace and cathedral, completed by St. Peter's Abbey, was once again opened to the public as a complete tour for the first time in 200 years.

The powerful archbishops began to transform the city of Salzburg into a Baroque jewel more than 400 years ago. Impressed by the opulent grandiosity of the influential Papal States of Rome, the capital of Salzburg's diocese was sure to blossom as the diocese was incredibly wealthy thanks to its trade in salt, gold and other raw materials. The biggest architects of the time were brought to Salzburg and created a city planning masterpiece that is treasured and protected today as a UNESCO World Heritage Site.



19:30 **Reception** upon the invitation of the Governor of Land Salzburg  
**Dr. Wilfried Haslauer**  
Residenz Salzburg, Carabinieri Saal

The IRE plans to implement this international conference as certified Green Meeting.



Media Partner:



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Monday, 28 September 2015

**Venue:** Salzburg Congress, Europasaal, Auerspergstraße 6, 5020 Salzburg  
**Conference Languages:** German, English (additional languages upon request)

08:00 **Registration**

**Exhibition of the IRE Members:** The Regional Table

08:30 **Opening Address**

**Franz Schausberger**, Chairman of the Institute of the Regions of Europe, former Governor of Land Salzburg, Austria

**Heinz Schaden**, Mayor of the City of Salzburg, Austria

**Brigitta Pallauf**, President of the Regional Parliament of Land Salzburg, Salzburg, Austria

09:00 **Main Speaker:**

**Tibor Navracsics**, Ph.D., EU Commissioner for Education, Culture, Youth and Sport: "The implementation of EU policies on education, science and research on regional and local level"



09:30 **Panel discussion I:**

**"Regional research and innovation projects as strategy for intelligent employment"**

The top priority of the European Commission as described in the investment offensive (also „Juncker Plan“) is to promote growth and job creation without running up new debts. Investments in research and innovation lead to more productivity and growth and will contribute largely to job creation. Intelligent cities and regions need to be the driving force for innovation.

The active participation of European regions is essential in order to increase the performance on research and innovation. However, there are big differences among regions regarding research and innovation activities. The EU regional policy should be focusing more on research and innovation, particularly in rural areas and in regions with ongoing structural weakness. Numerous „Regions of Knowledge“ lead the way; some of them will present their initiatives in this working group.

**Moderation: Eric Frey**, Journalist from Der Standard, Vienna

**Key Note Speaker: Ludovit Garzik**, Austrian Council for Research and Technology Development, Vienna, Austria

**Petr Chladek**, Regional Innovation Strategy, Brno, Czech Republic

**Josef Nassauer**, Spokesperson of the Cluster Automotive, Bayern Innovativ GmbH, Nürnberg, Germany

**Wolfgang Pribyl**, Joanneum Research GmbH, Graz, Austria

**Siegfried Reich**, Managing Director of Salzburg Research Forschungsgesellschaft mbH, Salzburg, Austria

**Werner Schmidt**, Director of Environment and Regional Development, European Investment Bank (EIB), Luxembourg

**Siegfried Steinlechner**, Regional Managing Director of the Public Employment Service, Salzburg, Austria

## 11:00 IRE Journalist Award 2015

### 11:10-11:30 Networking Coffee Break

## 11:30 Panel discussion II: How will the energy transition succeed? - The importance of cross-border regional cooperation in the energy sector

The energy transition demands a rapid change in energy supply, which will increasingly consist of renewable energy. Renewable energy is mostly organized along decentralized lines and on small-scale, which often falls within the competence of regional and local authorities. In addition, the development of regional infrastructure (e.g. distribution networks) plays an increasing role at subnational level. Competing interests, such as tourism and nature protection, need to be brought in line with necessary land requirements to develop a coherent regional strategy, which in future will include energy projects on cross-border regional level. The European energy objectives cannot be accomplished without regional energy concepts.

**Moderation: Claus Reitan**, freelance Journalist, Vienna, Austria

**Ulrike Baumgartner-Gabitzer**, CEO, Austrian Power Grid, Vienna, Austria

**Hinrich Fischer**, Head of Project Finance and Energy, Erste Group Bank AG, Vienna, Austria.

**Gerhard Gamperl**, Head of Department Strategy, Corporate Development and Innovation, VERBUND AG, Vienna, Austria

**Alexander Karner**, Energy Expert, Austrian Development Agency, Vienna, Austria

**Ivana Klobusnikova**, Director of Energy Centre in Budweis, Czech Republic

**Robert Thaler**, Head of Department I/5, Mobility and Traffic, Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMLFUW), Vienna, Austria

**Representative of Tiroler Wasserkraft AG (TIWAG)**, Innsbruck, Austria

### 13:00 Networking Lunch

## 14:00 Panel discussion III: "Regional Tourism: Right strategy at the right location"

What do regions and cities offer to visitors? Every region, every city has its own touristic perspective and approach. Additional income, employment effects and tax revenues are the main economic advantages of regional tourism. Tourism also contributes to the preservation of cultural and natural attractions.

But tourism can create problems, too, like economic distortions, environmental damages, the loss of cultural identity and integrity. Hence, the development of tourism needs to be planned carefully and integrated into the overall regional concept. Cross-border cooperation is gaining importance because tourist attractions are not tied to regional and local political borders. Tourist regions must interconnect and highlight the profile and charm of its region. Successful interregional tourism concepts will be presented in this working group.

**Moderation: Eva Konzett**, Journalist for Eastern Europe and International affairs, Wirtschaftsblatt, Vienna, Austria

**Boris Čamernik**, General Secretary, Danube Competence Center, Belgrad, Serbia

**Main Conference Sponsor:**



**Kindly supported by:**



**Georg Folian**, Director of the Board and CFO, Warimpex, Vienna, Austria

**Christopher Hinteregger**, Partner - Head of „Tourism Destinations International“, Kohl & Partner Holding, Villach, Austria

**Ivan Jakovčić**, former Governor of the Croatian Region Istria, donor of the IRE, Member of European Parliament, Strasbourg, France (requested)

**Christopher Losmann**, Head of Marketing, Salzburger Land Tourismus GmbH, Hallwang, Austria

**Elisabeth Udolf-Strobl**, Head of Section II: Tourisms and historic monuments, Federal Ministry of Science, Research and Economy, Vienna, Austria

**15:30-16:00 Networking Coffee Break**

**16:00 Panel discussion IV:  
“How regional food increases regional value”**

Numerous studies show that the demand for regional food rises. The regional identity is a strong motivation for people to purchase regional goods. The regional reference and proximity to the producers creates confidence. Regional products contribute to climate protection because of shorter transportation routes. The global movement re-stimulates regionalism. People reflect more on their local customs and traditions. The region mirrors the identity and thus counteracts global uprooting.

Some regions have already recognized the opportunities and possibilities of producing regional products, but many are still not aware of it. Participants of the panel discussion will show how innovative regions could significantly increase their value by focusing on production of regional food.

**Moderation: Wilhelm Ortmayr**, freelance Journalist, Salzburg, Austria

**KEY Note Speaker: Werner Lampert**, Organic Pioneer, organic brand „Regional Diversity“, Vienna, Austria

**Matthias Biricz**, Marketing & Communication, Die



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Österreichische Hagelversicherung, (Insurance for agricultural enterprises), Vienna, Austria

**Martin Greßl**, Head of Quality Management, Agrarmarkt Austria, Vienna

**Günther Helm**, General Director, Hofer KG Österreich, Sattledt, Austria

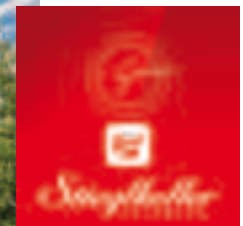
**Adrian Kirste**, Project Manager, Consumer Industries und Retail Practice, A.T. Kearney, Munich, Germany

**Margareta Reichsthaler**, Chairwoman, Initiative GENUSS REGION ÖSTERREICH („Region of Delight“), Vienna, Austria

**Katharina Maierhofer**, Referee in Directorate Agricultural Food Value Chain and Nutrition, Department II/8, Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMLFUW), Vienna, Austria

17:30 **Conclusion and end of conference**

19:30 **“Traditional Evening”** upon the invitation of the Mayor of Salzburg  
Dr. **Heinz Schaden**  
Restaurant Stieglkeller, Festungsgasse 10, Salzburg, Austria



## Tuesday, 29 September 2015

10:00 bis 12:00      **City Walk in the historical center of Salzburg**

Departure of the international guests



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