



365 days of Meetings, Studies, Sports, Cruises & Health

Friday 13th November 2015

Schedule

9:30 – 10:00 Welcoming & Opening

Tasos Tzikas, President TIF - HELEXPO
Elena Kountoura, Alternate Minister of Economy,
Development and Tourism, Greece
Maria Kollia-Charoucha, Deputy Minister (Former Ministry for
Macedonia and Thrace), Greece
Apostolos Tzitzikostas, Governor of Central Macedonia Region
Yannis Boutaris, Mayor of Thessaloniki

10:00 – 10:30 Key Note Speakers

“Tourism reality and trends in the Mediterranean”

Mrs. Esencan Terzibasoglu - Programme Director Destination Management
& Quality, World Tourism Organization

“Emerging cities in the Mediterranean basin”

Dr. Pier Paolo Mariotti, CMP CMM
Meeting manager Eurac Research, Bolzano-Italy
Board member of ECM

10:30 – 11:30 SESSION I MEET IN THE MEDITERRANEAN

“Mediterranean port cities as conference destinations: from established Barcelona to upcoming Thessaloniki”

Mrs. Elena Altemir - International Promotion Manager, Barcelona Convention
Bureau

“Technology and creativity as driving force for conference hosting”

Mrs. Sharon Landes Fischer - Head of Tourist Services, Global & Tourism, Mayor's
Office, Tel Aviv

Moderator: Mr. Spiros Pengas - Deputy Mayor for Tourism & International
Relations -e Governance of Thessaloniki

11:30 – 11:45 Coffee break



11:45 – 13:30 SESSION II STUDY IN THESSALONIKI

“How Tourism Meets Education”

Foreword: **Mrs. Ioanna Mitaftsi**, Tourism Department City of Thessaloniki

Panel of discussion / 5' minute presentations

Prof. Despoina Klavanidou –Vice Rector for Planning & Development, Aristotle University of Thessaloniki

Mr. Vlasios Vlasidis – Assistant Professor, Department of Balkan, Slavic & Oriental Studies, School of Economic & Regional Studies, University of Macedonia

Mr. Ioannis Konstas - Head of Education Administration, International Hellenic University

Dr. Evangelos Christou - Professor of Tourism Marketing, Department of Business Administration, Technological Institute of Thessaloniki

Mrs. Roula Lebetli - Director of Admissions, American College Thessaloniki (ACT)

Mr. Gregory Sougaris - Recruitment & Admissions Coordinator, American Farm School, Perrotis College

Dr. Yannis Kanarakis - Programme Leader
Department of English Literature at DEI College

Mr. Gregory Dikaïos - Director of Recruitment, The University of Sheffield International Faculty, CITY College

Dr. Evangelos Kontaxakis – Director, Metropolitan College Thessaloniki

Mr. Spilios Aristotelidis - MBA Course Director, New York College

Moderator: **Mr. Gregory Dikaïos**, CITY College

13:30 – 14:30 Light lunch



14:30 – 16:00 SESSION III SPORTS DESTINATION

"Strategic approach to 12-month tourism with sports activities - International experiences and practices"

Mr. Christos Petreas - Business and Tourism Economist, Expert - Consultant Tourism and Regional Development, Member of the Board of the Institute for International and Hellenic Sports Law- IDEAD

Running day and night in Thessaloniki for sports, health, history and more

Mr. John Podiotis - Economist, Secretary General of MEAS TRITON CLUB

"Leisure sports activities for the extension of the tourist season – The example of Rhodes Island - Proposals for Thessaloniki"

Mr. Achilleas E. Tzimas - Windsurfing National Athlete, Sailing Coach, Co-founder Project "Sports Tourism Greece", Implementation Coordinator Sports Tourism Research

"OLYMPUS MARATHON - Running with the gods"

Mr. Aris Nikas - President of "Olympus Marathon" Running

Moderator: Mrs. Fani Chalkia, Olympic Champion

16:00 – 16:15 Coffee break

16:15 – 17:30 SESSION IV THESSALONIKI AS A CRUISE DESTINATION: Challenges, Actions and Synergies

"Setting the destination: Requirements, prerequisites and synergies"

Mr. Vassilis Karahalios - Celestyal Cruises Country Manager

"Development prospects of the cruise in the port of Thessaloniki"



Mr. Michael Nomicos - Cruise line representative

“Building entrepreneurial clusters in the cruise industry”

Dr. Fiori A. Zafeiropoulou - Lecturer in Social Entrepreneurship, Founder & CEO
“The Nest”, “SOFFA”

Moderator: Dr. Angelos F. Vlahos, member of BoD of Thessaloniki Port Authority
SA/ member of BoD of Hellenic Republic Asset Development Fund

**17:30 – 18:30 SESSION V THESSALONIKI HEALTH DESTINATION
AAA quality: Availability, Ability, Affinity**

“IVF in Greece; a success story of Medical Tourism”

Dr. Elias Tsakos MD, FRCOG - Medical Director EmbryoClinic IVF

“High standard international medical services”

Nick Doulamis - Managing Director Eurythmia Medical Network

“Medical Destination: A path to success”

Mr. George Adamopoulos - General Manager of Rehabilitation center EVEXIA

**Ophthalmology could be a pole of development of Medical Tourism in
Thessaloniki?**

Dr. Nikos Nitsas - Eye Surgeon, Pediatric Ophthalmologist,
General Secretary of Medical Chamber of Thessaloniki

Moderator: Dr. Athanasios A. Exadaktylos M.D.Ph. D - Plastic Surgeon,
President of Medical Chamber of Thessaloniki

END OF CONFERENCE