



European  
Route  
of Industrial  
Heritage



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## 'European Industrial Heritage Tourism: Best Practices and Future Perspectives'

Wednesday 28 September 2016 from 13h00 to 15h00

Room JAN 6Q1 – European Parliament – Brussels

### Final Programme

12h00: Lunch at JAN 3Q Brasserie

Moderator of the Event: **Jonathan Lloyd**, ERIH Board Member

13h00: **Welcome and introductory remarks** by **Prof. Dietmar Köster MEP**, **Marek Plura MEP**, and **Prof. Meinrad Maria Grewenig**, President of ERIH and CEO of UNESCO World Heritage Site Völklinger Hütte

13h10: **Introduction to the European Route of Industrial Heritage (ERIH)** - **Christiane Baum**, Secretary-General of ERIH

13h20: **Industrial Heritage and European Identity** – **Prof. Massimo Preite**, Associate Professor of Urban Planning at the University of Florence

13h30: **Best practices in industrial tourism: The Industrial Monuments Route of the Silesian Voivodeship** – **Adam Hajduga**, Head of Unit for Industrial Heritage Promotion of the Silesian Voivodeship

13h40: **Industries of the past building industries of the future: The example of UNESCO World Heritage Site Zollverein** – **Jolanta Nölle**, Member of the Board of the Zollverein Foundation

13h50: **How can the EU support Industrial Heritage?** A conversation with **Walter Zampieri**, Head of Unit for Culture Policy and Intercultural Dialogue at the Directorate-General for Education and Culture, European Commission, followed by a **Q&A session with all speakers**

14h50: **Conclusion** by **Jonathan Lloyd** and **Closing** by **Marek Plura MEP**

15h00 : End of event

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- The European Parliament Intergroup on European Tourism Development, Cultural Heritage, Way of St. James and other European Cultural Routes
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- The North Rhine-Westphalia Representative Office to the European Union
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