



**“Active marketing solutions to the depopulation problem on depopulated and mountain areas”**

**Organised by EUROMONTANA and ARC LATIN networks**

**Thursday 29 May 2008**

Euromontana premises (C/O Casa Lombardia, 2 Place de Champ de Mars, Brussels, Metro: Porte de Namur)

Languages: English, Spanish and Italian

*Objectives of the day:*

- *Discuss and exchange on proactive solutions for maintaining population and marketing for new inhabitants on depopulated and mountain areas in different regions*
- *Explore possibilities for continued cooperation between regions*

9.00-9.30	<b>Presentation of the day</b> Frank Gaskell, President of Euromontana and A. Mazzoli, President of the Department of Viterbo and President of the Arc Latin working group on Territory and sustainable development
9.30-10.00	<b>The EU and Local Employment Development</b> Susan Bird, DG Employment, European Commission
10.00-10.30	<b>Successful policies and measures to overcome the problems of the rural areas</b> M.A. Mazzoli, President of the Department of Viterbo, Italy and the President of the Arc Latin working group on Territory and sustainable development
10.30-11.00	<i>Coffee break</i>
11.00-11.30	Eric Dufeil, Head of Unit, DG Regio, European Commission (to be confirmed)
11.30-12.30	Discussion
12.30-13.30	<i>Lunch. Protected designation products from the Department of Teruel</i>
13.30-14.00	<b>Migrating population, means to vitalise the Department of Teruel</b> Mr Pascual RUBIO, professor at the University of Teruel, Spain
14.00-14.30	<b>Regional marketing and citymarketing</b> Carmen URBANO, consultant in international marketing, Teruel, Spain
14.30-15.00	<b>Successful policies to overcome the problems of the depopulated and mountain areas</b> Margaret MCSPORRAN, Highlands and Islands Enterprise
15.00-15.30	<i>Coffee break</i>
15.30-16.00	<b>Successful experiences of active marketing in the County of Oppland, Norway</b> Eivind Brenna, mayor of the municipality of Vestre Slidre and member of Oppland county council
16.00-16.30	<b>UCCIMAC experiences, France</b> André Marcon, President of UCCIMAC (Chambre of Commerce and Industry of Massif Central)
16.30-17.30	<b>Discussion and exploration of potential avenues of cooperation</b>
17.30	<b>Closing of the day</b> Antonio Arrufat, President of the Diputacion Provincial de Teruel and Habitate, Spain

Registration at [www.euromontana.org](http://www.euromontana.org) or [conference@euromontana.org](mailto:conference@euromontana.org)



More information: Euromontana T: +32 2 280 4283, [conference@euromontana.org](mailto:conference@euromontana.org)