

Appendix 2

Wednesday 3.11.2010

19:00 – 22:30. Welcome reception and awards ceremony

Venue: Teatro Principal, Calle del Coso.

From 19:00 – Participants registration

19:30 – 21:00 – Welcome and awards ceremony followed by a cultural performance

21:00 – 22:30 – Cocktail dinner

Thursday 4.11.2010

Venue: Congress Palace

8:30 – 9:00 – Registration

9:00 – 9:30 – Opening of Eurocities 2010 Zaragoza

Mayor of Zaragoza. Juan Alberto Belloch
Mayor of the Hague, President of Eurocities, Jozias van Aartsen
Secretary General of Eurocities, Paul Bevan

9:30 – 10:30 – **Keynote speech by an international expert in the area of city marketing.**

10:30 – Coffee break

11:00 – 12:30 – **Panel Debate/Plenary Session.** Mayors from 6 cities will analyse the current city marketing policies and their experiences.

Question and answer session

13:00 – 14:30 – Lunch

15:00 – 18:00 – On-site workshops

- **Research, Development and Innovation.** State-of-the-art cities prove that initiatives related to R&D are great in regenerating urban spaces and preparing the cities for their upcoming needs and its citizens.
- **International events for city transformation.** International events can transform a city and put it on the map. It will also help to spread its international image and boost the local economy. International-events can bring a positive awareness of the city that can be the starting point of a successful period of growth and prosperity.
- **Building partnerships.** Building effective partnerships between the private and the public sector or between cities is the most effective way to complex initiatives.
- **The sustainability industry.** Building an international reputation on the basis of sustainability constitutes a great opportunity for a city. This opportunity must not only be seen from the perspective of achieving a sustainable city

through urban development policies, but can open and consolidate a new direction for its industrial sector.

- **Creative cities: people and culture.** Cultural policy-making can be one of the best ways to make the city a more open and friendly place, transforming its urban model by reinforcing sustainability, and improving all its citizens' well-being.

20:00 – 22:30 – Gala dinner

Venue: La Lonja, Plaza del Pilar

Friday 5.11.2010

Venue: Congress Palace

8:30 – 10:30 – Speednetworking

9:00 – 10:30 – Mayor's Debate

10:30 – 11:00 – Coffee Break

11:00 – 11:10 – **Reporting from workshops and Mayors' Debate:** Paul Bevan, Secretary General Eurocities

11:10 – 11:20 – "Eurocities in 2010"

11:20 – 11:35 – Jozias van Aartsen, outgoing President of Eurocities introduces the newly elected President of Eurocities

11:35 – 11:45 – Closing: Juan Alberto Belloch, Mayor of Zaragoza

11:45 – 13:00 – Eurocities Annual General Meeting

13:00 – 14:30 – Lunch

Saturday 6.11.10

9:00 – 12:00 – Touristic guided tours (5 options)