

The urban commerce is one of the most important economic activities of the productive activity of Barcelona.

For this reason, we hold a European Conference on commerce and tourism that seeks the following the objectives, must allow us to promote an innovative and attractive Congress that will be able to value what will be, with no doubt, the pillars of the dynamism of future proximity commerce.



Professionalization of its commercial and economic net.



Empowerment of a commerce that needs to be more competitive and adaptable to the new challenges of the future.



Look for for new formulas that optimize the management of public spaces and their impact on commerce.



Encourage and think about new public-private consensus formulas



Generate a new framework of synergies and collaboration among the main economic, social and cultural sectors of the city.

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Jornades Europees de Comerç i Turisme

DRIVING LOCAL & EUROPEAN TRADE



Participate:



Barcelona
12th & 13th of november 2018

08.45h **Accreditation**

09.30h

Opening

Jordi Folck (Moderator of the event)

09.35h

Model of city and relationship with local commerce

The Mayor of Barcelona will break down the success of the model in Barcelona and will summarize the keys to the future of this model of success in evolution.

Conductor: Albert Closas (Journalist and director of the business TV show 'Valor Afegit')

Speaker: Ada Colau (Mayor of Barcelona)

10.30h

Institutional Speech

Lluís Llanas (General Secretary of Vitriues d'Europe and executive vice president of Fundació Barcelona Comerç), Salva Vendrell (President of Fundació Barcelona Comerç) and Stefano Bollettinari (President of Vitriues d'Europe and Manager of Confesercenti Emilia Romagna)

11.30h

Coffee Break & Networking

12.00h

Commerce, culture and tourism

We will talk about Place Management or the model to manage city centers, the experience of Italian cities and the model, in evolution, of Barcelona.

Moderator: Josep Xurigué (Doctor in Political Science - UAB and responsible for the Strategic Dynamization of Fundació Barcelona Comerç)

Speakers: José Antonio Donaire (Professor at the Faculty of Tourism of the University of Girona), Cathy Parker (Professor of retail and marketing enterprise at Manchester Metropolitan University), Gabriel Jené (CEO of La Mallorquina and President of Barcelona Shopping City) and Alessandro Tortelli (Professor of tourism disciplines at the Marco Polo Technical Institute of Tourism).

13.30h

Lunch break

14.30h

Commercial models in the cities of the future

Is this viable in all city models? It will be a good time to discuss the evolution of the Anglo-Saxon model with one of the most reputable voices, the new French model of Cooperatives and the Barcelona model.

Moderator: Oriol Cesena (Director of Focalizza and university professor)

Speakers: Salva Vendrell (President of Fundació Barcelona Comerç, Vice President of Retailcat and President of Associació de Comerciants de Sarrià), Agustí Colom (Councilman for tourism, commerce and the marches and councils of the district of Les Corts), John Griffiths (Co-founder and Managing Director of Rocket Science UK Ltd) and Francis Palombi (President of the Confédération des commerçants de France).

16.00h

Impact of commerce in the urban landscape. What role can and should play?

A multidisciplinary and international table that will allow us to compare the vision of the cities of northern Europe with the Latin vision. All this, to open a debate if the commerce will continue playing this key role in society or will be diluted.

Moderator: Laura López (Director of RETAILcat -Union of Retail Entities of Catalonia, businesswoman and teacher)

Speakers: Mikael Colville-Andersen (Adviser of cities and companies on urbanism), Isabel Roig (Director General of BCD Barcelona Design Center) and Isaac Albert (Deputy Delegate of Commerce of the Diputació de Barcelona).

09.30h **Accreditation**

10.00h

Technology and commerce

Technology, its evolution and the absorption of this by the consumer has been one of the essential factors in the evolution of demand, and now we are at a key moment where many technological advances come together and are changing the way to buy and to sell. History is full of successes and failures in which companies have not been able to understand the impact of technology on the exchange practices between consumer and supplier.

Moderator: Enric Jové (CEO of McCann WG Barcelona and CIO of McCann WG Espanya)

Speakers: Jaume Gomà (CEO and cofounder of Ulabox), Jaume Portell (CEO and founder of Beabloo, expert in the information technology sector) and Christian Rodríguez (Speaker at several European universities and consultant).

11.30h

Coffee Break & Networking

12.15h

The perfect shop

The table wants to be a point of debate on the essential points that a store has to follow and how it develops for the consumer.

Moderator: Ferran Blanch (Consultant and owner of VisionMarketing. Entrepreneur and professor at the ESADE university)

Speakers: Alexis Mavrommatis (Director of EADA, Retail Management Center), Xavier Mas (Director of the Marketing Department of CaixaBank) and Muntsa Vilalta (General Director of Commerce and director of the Consortium of Commerce, Crafts and Fashion of Catalonia - CCAM).

13.45h

Closing