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|  | ***ANNUAL EVENT******“Enjoy the Hansa route*** ***through Latvia, Estonia and Russia!”*** *Conference Centre “White Grand Piano” and* *Sigulda Castle of the Livonian Order* SIGULDA, LATVIA10-11 June, 2013 |

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| ***Time*** | ***Activity – DAY I – 10 JUNE*** ***VENUE – Conference Centre “White Grand Piano” (Šveices 19, Sigulda)*** |
| *10.30*  | *Registration, welcome tea and coffee, snacks****PHOTO SHOW - ”Programme throughout 2012 and 2013”*** |
| ***PART I*** ***Conference “Support to the Cross Border Cultural and Active Tourism in Latvia, Estonia and Russia”***  |
| *11:00* | ***Moderator of the Conference - Mr Armands Slokenbergs, Director of the State Tourism Development Agency of Latvia, Tourism Person of the Year 2012 (awarded during BALTTOUR 2013)*** ***WELCOME WORDS:**** ***Ms Dace Grūberte*** *- Head of the Joint Managing Authority*
* ***Mr Priidu Ristkok –*** *Head of the**Regional Development Department of the Estonian Ministry of the Interior*
* ***Representative of*** *the Ministry of Regional Development of the Russian Federation (tbc)*
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| *11:15**11:45* | ***„Role of Estonia-Latvia-Russia CBC Programme in the social-economic development of border regions: progress and achieved results”***  ***Ms Dace Grūberte,*** *Head of the JMA****Progress of the ENI Programming 2014 - 2020:***1. ***ENI Latvia-Russia CBC Programme*** *–* ***Ms Iruma Kravale****, Director of Development Instruments Department, Ministry of the Environmental Protection and Regional Development*
2. ***ENI Estonia-Russia CBC Programme – Ms Silja Sorgus,*** *Advisor, European Territorial Cooperation Bureau, Regional Development Department, Estonian Ministry of the Interior*
3. ***Perspective on the future ENI cross border cooperation with Latvia and Estonia Representative of*** *the Ministry of Regional Development of the Russian Federation (tbc)*
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| *12:00**12:30*  | ***"European Cultural Routes:  Sustainable Network Management and their Socio-Economic Impact Evaluation." Ms Kseniya Khovanova-Rubicondo,*** *Expert of the Council of Europe (Team Leader of the study of the Council of Europe - “Impact of European Cultural Routes on SMEs’ innovation and competitiveness”)****LUNCH*** |
| *13:30**14:15**14:30**14:45**15:00**15:30**15:45**16:00* | ***Academic lecture: “Socio-economic development of the Hansa route through centuries” Dr.oec., Assoc. Professor Mr Viesturs Pauls Karnups,*** *Univerisity of Latvia****Presentation of the thematic study – “The capital gathered by the Programme and its Tourism Projects during their implementation until the year 2013 and possible use of this capital for the ENI 2014-2020” - Unda Ozoliņa,*** *Head of the Joint Technical Secretariat****Via Hanseatica Tourism Route – enhancing common cultural heritage of Latvia, Estonia and Russia Ms Sille Talvet****, Project Manager of Via Hanseatica Project* ***Questions and Answers, interaction with the audience******Coffee Break******Role of tourism development in Pskov Oblast - Hansa Days 2013 in Pskov, Russia*** ***Ms Olga Alexeeva,*** *Head of Tourism Development Department, State Committee on Culture of the Pskov region, Pskov Oblast Administration (tbc)****Potential of the Brand “Hansa” - Mr Ēriks Lingebērzinš,*** *representative of the tour operator “Via Hansa”****Lessons learned and future perspective – implementation results of the cross border tourism project “Enjoy Latvia, Estonia and Russia!*** ***Ms Linda Bēce,*** *Project Manager of the Project “Enjoy Latvia, Estonia and Russia!”****Questions and Answers, interaction with the audience*** |
| *16:30* | ***CONCLUSIONS*** |

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|  | ***PART II - Project Site Visits (in parallel)*** |
| *17:00* | ***Project Site Visits****:*1. ***Site Visit to Active Tourism Project “SVS Activetour” – visiting Skiing Track, opportunity to experience active tourism on climbing tower “Eža tornis” and adventure park “Mežakaķis”***

*(****Guide – Ms Inga Zālīte,*** *Director of Department for Development, Council of the Sigulda District, assisted by JTS representative (in Russian))* 1. ***Site Visit to the Tourism Project “Via Hanseatica” - Tourism INFO terminal and historical heritage of Sigulda (Gūtmaņa Cave and Turaida Castle)***

*(****Guide – Ms Laura Konstante, representing partner in the Project,*** *assisted by JTS representative).*1. ***Site Visit to Nature Education and Tourism Project “People with Nature” – Pauguri Forest School in Līgatne Nature Park***

*(****Guide – Ms Meldra Langenfelde,*** *Project Manager, Nature Conservation Agency of Latvia, assisted by JTS representative)*  |
| *19:30* | ***Networking, partner meetings, consultations - OPEN-AIR DINNER***  |
| ***Time*** | ***Activity – DAY II , 11 JUNE VENUE – Sigulda Castle of Livonian Order (Pils iela 18, Sigulda)***  |
| *8:30* *9:50*  | ***Arrival of Projects*** ***Arrival of visitors******PHOTO SHOW - ”Programme throughout 2012 and 2013” (on big screen?)*** |
| ***PART III Exhibition “Enjoy the Hansa Route through Latvia, Estonia and Russia!”*** |
| *10:00* | *Opening of the Open-Air Exhibition “Enjoy the Hansa Route through Latvia, Estonia and Russia!”* ***Open-Air Exibition “Enjoy the Hansa Route through Latvia, Estonia and Russia!” open to visitors******Guided Tour through the simulated Via Hanseatica Touristic Route and historical Hansa Cities every 30 minutes*** ***Latvian national cuisine******Folkmusic*** |
| *11:00 - 13:30**14:00* | ***Opportunity to play Petanque Game (Projects, JTS, JMA, NAs or mixed teams, visitors)******AWARDS CLOSING***  |