



Draft Agenda  
UfM Conference: The Tourism Sector  
Employment-related opportunities and challenges  
2-3 July 2025  
Athens, Greece

Wednesday, 02 <sup>nd</sup> July	
Local Time	Agenda Item
09:00 - 09:30	<b>Registration and welcome coffee</b>
09:30 – 10:30	<b>Opening Session</b>
	Welcome remarks by XXXX
	Scene setter by XXXX
	Keynote Speeches by:
10:30 - 11:30	<p><b>Skilling and Job Creation</b></p> <p><i>While being one of the most important job creators in the region, the tourism sector suffers from the mismatch between skills acquired in training and education and the actual needs of the job market. This panel explores strategies to address the skills gap in the Mediterranean tourism sector, focusing on developing targeted vocational training programs and initiatives to enhance workforce competencies. Discussions will include aligning educational curricula with industry needs, promoting continuous learning, and creating employment opportunities that cater to the evolving demands of the tourism market.</i></p>
10:30 – 12:00	<b>Group Picture and Coffee Break: Get to know inspiring tourism projects from the UfM region</b>
12:00 – 13:00	<p><b>Private Sector engagement, Entrepreneurship and Innovation</b></p> <p><i>This panel examines the pivotal role of private enterprises and investors in advancing the tourism sector’s competitiveness and resilience in the region. Key discussion points include fostering public-private-people partnerships to enhance tourism infrastructure and services, encouraging private sector investment in sustainable tourism initiatives, and exploring how entrepreneurs can drive innovation in the sector. The private sector perspective will inform the discussions of this session.</i></p>
13:00 – 14:30	<b>Networking Lunch</b>



15:00 – 17:00	Field Visit
17:00 – 20:00	Networking event
20:00 – 22:00	Dinner

Thursday, 3 <sup>rd</sup> July	
Local Time	Agenda Item
09:00 – 09:30	Arrival and welcome coffee
09:30 -10:30	<b>Sustainable and Eco-tourism</b>  <i>This panel explores how sustainable tourism can support the livelihood of citizens and communities in the region. Discussions will focus on implementing eco-friendly initiatives to preserve natural and cultural heritage and developing business models that balance economic growth with social and environmental stewardship, especially in rural and coastal areas. The panel will also highlight successful case studies and collaborative efforts that have led to sustainable tourism development in the region.</i>
10:30 – 11:00	Q & A
11:00-11:30	Debriefing on the Field Visit
	Closing remarks
11:30 -15:00	Coffee Break: Get to know inspiring tourism projects from the UfM region

Simultaneous interpretation Arabic/English/French

**Venue:**

Athens - Greece