



Gijón – 25-29 March 2009 – Meeting Agenda

ROOTS
Rural Opportunities for Organisations in Agrotouristical Systems

Grundtvig 2 Programme No: 2007-ESP01-GRU04-00490-1

Partners attending the meeting:

Chamber of Commerce and Industry of Bistrita-Nasaud County, Romania

- 1) Barbos Elena-Maria
- 2) Pop Ioana

Federazione Italiana delle Strutture Ricettive

- 1) Carlo Mastroeni
- 2) Sergio Mastroeni
- 3) Sr. Rubes

Castlereagh Enterprises Ltd, Northern Ireland

1. Louise Davidson
2. Edyta Majcher

Celtas BV

Henk Keisebrink
Wim Wesselink
Jeroen Wesselink
Jeroen Kiezebrink
Erik Brinkhof

Lawton School S.L. - Gijón – Spain

Maureen B. Lawton
Claire Hughes

Wednesday , 25 March

Arrival of partners

Meet partners in the Hotel La Arena lobby at 21.00 for dinner

Maureen's mobile: 649942207

Thursday, 26 March:

There will be press interviews during the meeting.

09.00	<input type="checkbox"/> Meet at the hotel and walk to Lawton School.
09:15	<input type="checkbox"/> Welcome
09:30	Activity A7 <input type="checkbox"/> Analysis of activity: debates on interviews report, debates on culinary guide.



11:00	<input type="checkbox"/> Coffee break
11.15	Activity A8 <input type="checkbox"/> Identifying the components of agritourism marketing; <input type="checkbox"/> Creating a model of agritourism activities promotion – brainstorming
12.30	<input type="checkbox"/> Leave for Town Hall
13.00	<input type="checkbox"/> Reception in the Gijón City Hall by the Mayoress, Doña Paz Fernandez Felgueroso <input type="checkbox"/> Press
14.00	<input type="checkbox"/> Lunch
16.00	Activity A8 (continuation) <input type="checkbox"/> Local brand creation: identifying the main steps in order to create and promote a local brand – teamwork
18.00	<input type="checkbox"/> Finish for the day
21.00	<input type="checkbox"/> Dinner in a typical Sidrería

Friday, 27 March:

10.30	Activity A9 <input type="checkbox"/> Preparation of Activity
12.00	<input type="checkbox"/> Transfer to Candás
13:00	<input type="checkbox"/> Reception and meeting with Don Angel Riego, the Major of Carreño, in the Town Hall
13.30	<input type="checkbox"/> Lunch in El Puerto
15.30	<input type="checkbox"/> Visit Los Gamonales Rural Guest House <input type="checkbox"/> Visit Casa Jesusa Rural Guest House
17.30.	<input type="checkbox"/> International workshop: Promoting Agritourism Organized in collaboration with the Ayuntamiento de Carreño. (Carreño Town and County Council). Amelia Fernández López, Councillor for Local Development and Equality. <input type="checkbox"/> Involvement with local stakeholders
19.30	<input type="checkbox"/> Departure for Gijón
21.00	<input type="checkbox"/> Picar style dinner

Saturday, 28 March:

10.00	<input type="checkbox"/> Cultural visit
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Sunday, 29 March:



Lifelong Learning Programme
Departure

