



**PROGRAMME AND
SPEAKERS**

1ST EUROPEAN CONFERENCE MARINE LEISURE IN THE ATLANTIC AREA

Challenges and opportunities for sustainable development
in the marine leisure sector in the Atlantic regions

26-27 october 2011
Brest - Brittany - France

www.nea2.eu

*A conference organised by the Brittany Regional Council, Finistère Departmental Council and NEA2
Project partners, with the support of the Atlantic Area European Transnational Cooperation Programme
(Interreg IVB)*





A NEW VISION FOR MARINE LEISURE IN THE ATLANTIC AREA

Wednesday 26 October

✦ MORNING SESSION - NEA and NEA2: the positive outcomes of European projects and the emergence of an Atlantic Area maritime identity

8.30 am Welcome and coffee

9.30 am Conference opens
François Cuillandre (FR), Chairman, Brest Métropole Océane
Pierre Maille (FR), President, Finistère Departmental Council
Jean-Yves Le Drian (FR), President, Brittany Regional Council; President, Conference of Peripheral Maritime Regions
Stéphane Travert (FR), Regional councillor, Basse-Normandie; representative of the Atlantic Arc Commission Regional Presidency
Fausta Corda, (EU), Programme Manager, European Commission, DG REGIO (Directorate General for Regional Policy)

10 am NEA/NEA2 experiences - an assessment of 7 years of cooperation

Interviews

- The Atlantic Watersports Games: a marine leisure showcase
Jean Kerhoas (FR), Director, Nautisme en Finistère
Francisco Quiroga (ES), Chairman, International Committee for the Atlantic Watersports Games

Round-table discussions

- Marine leisure and the economy
Alex Lake (UK), NEA2 Project "Economy" Coordinator, Cornwall Council
Solène Morvan (FR), Project Officer, Nautisme en Bretagne
- Marine leisure and the environment
Jacqui Piper (UK), Consultant, Cornwall Sustainable Tourism Project (COAST)
João Zamith (PT), NEA2 Project *Environment* Coordinator, Intercéltica
- Marine leisure and social cohesion
Vincent Mazure (FR), NEA2 Project "Social" Coordinator, Nautisme en Finistère
Paul Wickes (UK), Chief Executive, Cornwall Marine Network
- The Atlantic Area Marine Leisure Observatory
François Arbellot (FR), NEA2 Project Technical Coordinator

Floor debate

11.15 am Does the marine leisure sector contribute to an Atlantic Area maritime identity?

Round-table discussion

Fabien Brulay (FR), Director, Syndicat Mixte Bipôle La Rochelle – Rochefort, geographer
Pablo Carrera (ES), Director, Maritime Museum of Galicia
Christophe Mathieu (FR), Strategy and Commercial Director, Brittany Ferries
Inma Valencia (ES), Director, Cantabria Regional Representation Office, Brussels; representative of the Atlantic Arc Commission regional Vice-Presidency

Floor debate

12.15 pm Round-up : why do we need to create an Atlantic Area maritime identity?

Yves Auffret (EU), Member of the Cabinet of Maria Damanaki, European Commissioner for Maritime Affairs and Fisheries, in charge of European Union Integrated Maritime Policy

12.30 pm Lunch

✦ AFTERNOON SESSION - Marine leisure: a lever for sustainable development in the Atlantic Area

2.30 pm The challenges involved in developing the Atlantic coastline
Christophe Donnard (FR), Manager, Agence Créocéan, Brittany

2.50 pm The role of marine leisure in joint marine basin management
Round-table discussion

Philippe Gredat, Tourism and Marine leisure project officer in the Parc Naturel Marin d'Iroise
Phil Dyke (UK), Maritime Consultant, National Trust South West
Teresa Maria Gamito (PT), National Coordinator, Plano Ordenamento do Espaço Marítimo (POEM)

Floor debate

3.30 pm Marine leisure infrastructures supporting Atlantic Area regional projects

Round table discussion

Rui Azevedo (PT), Oceano XXI, Viana do Castelo Town Council
Marie-Catherine Bastard (FR), Department of economic and international development, Finistère Departmental Council
Martinho Fortunato (PT), Vice-Chairman, Portuguese Association of Marinas (APPR)
Julian Goldie (UK), Chairman, The Yacht Harbour Association (TYHA)
Linda Newport (IE), EU Projects Officer, Mid-West Regional Authority

Floor debate

4.50 pm Environmental investment - an opportunity to develop Atlantic Area marine leisure

Interviews

Catherine Chabaud (FR), Chair of the *Awareness-raising - Education - Communication* Initiative of the Grenelle de la Mer
Mod Le Froy (UK), Director, Global Boarders
Pascal Vautier (FR), Environment, Sustainable Development and Outdoor Sports Project Manager, French National Olympic Committee

Floor debate

5.15 pm End of day one

6 pm Departure from the Le Quartz Conference Centre

9 pm Departure from the Océanopolis

Evening event : guided tour of the Océanopolis followed by cocktails and buffet on-site
(Limited availability, transport provided from the Le Quartz Conference Centre)



Thursday 27 October

✦ MORNING SESSION - Atlantic Area marine leisure – future prospects and development

9 am Winning new custom and responding to new demand
Anne-Laure Engelhard (FR), Associate Director, Cristal strategic audit consultancy

9.30 am Broadening the marine leisure market and uptake as a social objective

Round-table discussion

Juan Basacoma (ES), President, International Sailing Schools Association (ISSA)

Nathalie Conan-Mathieu (FR), Chair, Nautisme en Finistère
Anne-Laure Engelhard (FR), Associate Director, Cristal strategic audit consultancy

Jean-Michel Gaigné (FR), General Secretary, Association des ports de plaisance de Bretagne (APPB)

Roland Jourdain (FR), Yachtsman

Floor debate

10.30 am Creating new economic opportunities in the Atlantic Area marine leisure sector

Round table discussion

William Bird (UK), Strategic Health Advisor, Natural England

Yann Dollo (FR), Director, Lorient Technopole Innovations – Eurolarge Innovation

Philippe Duchêne (FR), Marine leisure sector expert

Karyn Morrissey (IE), Marine resources economist, National University of Ireland

Philippe Rodet (FR), Director, Nautisme en Bretagne

11.45 am Sharing experiences to consolidate the structural process
Hervé Daniel (FR), Director, Creativ

Floor debate

12.15 am Lunch

✦ AFTERNOON SESSION - Organising and structuring the Atlantic Area marine leisure sector to make a mark in Europe and the world

2 pm Asserting the role of marine leisure in European Maritime Policy and the new Atlantic Maritime Strategy

Interviews

Giuseppe Sciacca (EU), Senior Policy Officer, Conference of Peripheral Maritime Regions (CPMR)

2.30 pm Planning for the development of the Atlantic Area marine leisure sector on a European and global scale

Round-table discussion

Nathalie Bigaignon (FR), Chief Executive of the nautical industries Federation

Joan Anton Camunas (ES), Director, CRS Consultores – Barcelona
Alain Even (FR), Chairman, ARESE (Association des CESER de l'Atlantique)

Miguel Marques (PT), Director, Price Waterhouse Coopers
Grégorio Mendez (ES), Marine leisure sector expert, GMM

Floor debate

3.20 pm Creating governance for a European marine leisure project
Final round-table discussion

Ciara Delaney (IRL), Attaché on Maritime Affairs, Irish Permanent Representation to the EU, Brussels

Inma Valencia (ES), Director, Cantabria Regional Representation Office, Brussels ; representative of the Atlantic Arc Commission regional Vice-Presidency

Sue Gear (UK), Chief Executive, North Devon Plus
Vitor Lemos (PT), Vice-Maire de Viana Do Castelo

Michaël Quernez (FR), Vice-President, Finistère Departmental Council

Maria Vadillo (FR), Vice-President, Brittany Regional Council

4.15 pm Conclusion

Yves Auffret (EU), Member of the Cabinet of Maria Damanaki, European Commissioner for Maritime Affairs and Fisheries, in charge of European Union Integrated Maritime Policy

4.30 pm Closing addresses

Michaël Quernez (FR), Vice-President, Finistère Departmental Council

Maria Vadillo (FR), Vice-President, Brittany Regional Council

Conference facilitated by Patrick Goas, Agence Equilibre Communication



Simultaneous translation
No registration fee
Lunches and Océanopolis evening event included