



Embassy of Italy
Teheran



ITALIAN TRADE AGENCY
ICE - Italian Trade Commission
Trade Promotion Section of the Italian Embassy
سفارت ایتالیا - بخش توسعه بازرگانی



ROUNDTABLE ON CULTURAL HERITAGE PROMOTION AND RESPONSIBLE TOURISM DEVELOPMENT (Tuesday, 8 June 2021, 6 pm)

PROGRAM

| TIME | Description | NOTES |
|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Teheran, June 8 | | |
| 18:00 | Video | Italy-Iran cooperation project for the development of cultural heritage, tourism and handicrafts (English) |
| 18:05 | H.E. Giuseppe Perrone, Italian Ambassador to Iran | Introductory remarks (English) |
| 18:10 | Mr. Maurizio Davolio, President of the "Italian Association for Responsible Tourism" (AITR) | Responsible tourism as a driver for sustainable development (English) |
| 18:20 | Ms. Chiara Laghi, President of "Cultura Popolare Cooperativa" (Coopculture) | New forms of cultural heritage valorization, promotion and communication (English) |
| 18:30 | -Mr. Paolo Buccella, Coopculture Chief Information Officer -Ms. Giovanna Barni, Co-President of "Alleanza Cooperative Italiane Turismo e Beni Culturali" | Digital platforms for cultural heritage accessibility and promotion based on a local development approach (English) |
| 18:45 | -Mr. Mohammad Ghasemi, Director General for Domestic Tourism -Ms. Mehrnush Fuoladi, Expert of the Office for legal & Property Affairs -Mr. Ali Molaie, Deputy Head of the Office for Facilities and Investments -Mr. Farhad Azizi Zallani, Director General of Iranian Heritage Bases' Administration | Iran's tourism policies (Persian) Iranian legislation on cultural heritage with particular reference to the management and enhancement of cultural heritage (Persian) Foreign cooperation and investment on tourism (Persian) World heritage sites and international cooperations (Persian) |
| 19:10 | -Dr. Rouhollah Shirazi, Director of the Iranian Center for Archaeological Research (ICAR) | Presentation on Khuzestan's Golden Triangle - Suza, Shushtar, Chaghazanbil (English) |
| 19:20 | Mr. Alireza Banaeifar, International Affairs Manager of Iran Chamber of Cooperatives | The role of cooperatives in tourism development in Iran (English) |
| | Augusto Di Giacinto, Director of the Italian Trade Agency (ITA) | Moderator |
| 19:30 | End of programme | |