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## B7 25<sup>th</sup> Annual Conference

**West Estonia Tourist Association III Annual Conference / West Estonian III Annual tourism Conference**

### UBC seminar

on 27th of November 2014

8:30-9:00 Arrival to the Conference venue in Kärdla and registration

Moderator of the conference Toomas Kokovkin

9:00 Opening of the Conference and welcome words

Riho Rahuoja, Hiiu county Governor, B7 President 2014

Representative of the West-Estonian Tourism organisation

9:30 Jüri Ratas, Vice Speaker of the Parliament)

10:00 Minister of the Foreign Trade and Entrepreneurship (tbc). How to sell small tourism product?

10:30 Representative of B7 islands (tbc). Small entrepreneurship in islands as a way of living.

11:00 Tarmo Mutso, Director of Estonian Tourist Board. The Role of the Enterprise Estonia in development of the maritime tourism economy, the maritime tourism strategy of Estonia

11:30 Kalevi Westersund. Estonian harbours, maritime tourism products and tourism services. A view from Finland

12:00-13:00 Lunch in site

13:00 Alar Schönberg, Traditional Ship Association Vikan

The Cultural heritage and wooden ships as a common feature of coastal people. Ship building, active tourism and entrepreneurship in Estonia.

Introduction for the work sessions:

13:30 Hanna Westerlin, B7 Gotland. Success stories from Gotland: How to make rich in six weeks.

14:00 Jaano Martin Ots, editor of the magazine Paat. How to market small maritime enterprises?

14:30-15:00 Coffee break

15:00-16:00 Workgroups

WG 1., The role and input of West Estonia to the National maritime tourism strategy.

Moderator Jaano Martin Ots

WG 2., Cooperation of the Baltic islands in the framework of B7 and ideas for joint projects

Moderator Reet Kokovkin

**WG 3, UBC seminar, Youth and entrepreneurship training**

Moderator Annely Veevo

Presentations: 1) Edvard Johansson, Principal of the Åland University . Education on tourism and hospitality in islands: possibilities for cooperation

2) UBC trends for the future of youth - Matti Mäkelä, Turku

16:00-16.30 Summaries and results from the WG-s.

Closure of the Conference

Departure from Hiiumaa by regular bus at 16.45 or by plane at 18.25

**Registration is open at <http://www.b7.org/>**