



GASTRONOMY NETWORK WORKING LUNCH

Sunday, 13 September 2015 13:00-14:30 hrs.

21st session of the UNWTO General Assembly

Given the recent importance of culture highlighted in the Results of the Survey on Members' priorities for 2015-2016 from Member States and Affiliate Members, the Secretary General has decided to support this interest through the creation of a Gastronomy Network within the Affiliate Members Programme. Gastronomy forms a fundamental part of culture as intangible heritage, referring to cultural processes that are essential to cultural identity and the safeguarding of cultural diversity.

The Gastronomy Network will follow the model of the Knowledge Network as a forum within the Affiliate Members Programme where participants will interact, share and access relevant information. Here, experts, destinations, academics and a wide variety of public and private sector stakeholders can work together in shaping the future of the food tourism sector. Network members will benefit from a unique platform to create, disseminate and implement resources. They will play a key role in harnessing the enormous potential of gastronomy to mobilize a variety of sectors and resources.

The objective of the Working Lunch is to introduce the initiative to Affiliate and Full Members and defining the content of the Gastronomy Network action plan for 2016. This will be submitted to the new Board of the Affiliate Members at its first meeting in November on the occasion of WTM.

PRELIMINARY PROGRAMME / AGENDA

13:00-14:30 **Lunch**

13:00-13:10 **Introductory remarks**

- Taleb Rifai, Secretary-General, UNWTO
- Carlos Vogeler, Director, Executive-Secretary, Members Relations, UNWTO

13:10-13:15 **Welcome remarks**

- Miguel Mirones, Chairman of the Board of Affiliate Members

13:15-13:30 **Brief presentation**

Sponsors of the Working Lunch: The growing relevance of gastronomy and wine tourism

13:30-13:35 **Presentation of the preliminary Gastronomy Network Action Plan**

- Yolanda Perdomo, Director of Affiliate Members Programme, UNWTO

13:35-14:20 **Open discussion**

14:20-14.30 **Conclusion and closing**