



**CENTRAL
EUROPE**
COOPERATING FOR SUCCESS.

Annual Conference 2012
“Discovering CENTRAL EUROPE”

22 – 23 May 2012

DORMERO Congress Centre | Halle an der Saale, Germany



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

Programme

The Annual Conference “Discovering CENTRAL EUROPE” is going to unveil concrete results of transnational territorial cooperation and to discuss strategic orientations in view of the next programming period 2014-2020. Thematic cross-fertilisation workshops, a programme exhibition and project visits will focus on what has been achieved so far - in central Europe and its neighbouring regions. Thematic exchange between projects from CENTRAL EUROPE as well as from other programmes will be encouraged and create solid input for political expert speeches and debates on needs, challenges and potentials of future territorial cooperation in central Europe.

22 May 2012

CENTRAL EUROPE Focus: Discovering Thematic Networks

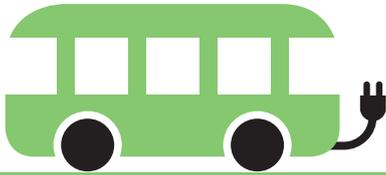
- 11.30 **Registration and lunch**
- 13.00 **Welcome and introduction**
Luca Ferrarese, JTS CENTRAL EUROPE Programme
- 13.15 **Key note: “How to stand out by developing your project story”**
Caspar Diederik, StoryTravelers
- 13.45 **Key note: “How to communicate project results on European level”**
Peter Fischer, European Commission, Communication Unit, DG Regio
- 14.15 **Coffee break**
- 15.00 **Thematic Workshops**
Open to projects from all transnational programmes
- **Technology transfer and SME support**
 - **Sustainable urban/regional transport and transport infrastructures**
 - **Renewable energies and energy efficiency**
 - **Environmental risk management and climate change**
 - **Demographic change and knowledge development**
 - **Cultural heritage and resources**
- 18.00 **Networking reception**

23 May 2012

Discovering CENTRAL EUROPEan Potentials

- 8.30 **Registration**
- 9.30 **Welcome**
Christiane Breznik, Managing Authority CENTRAL EUROPE Programme
- 9.40 **Key note: “Importance of transnational cooperation across borders in central Europe”**
Rainer Robra, State Minister for European Affairs, Saxony-Anhalt
- 10.00 **Key note: “Cohesion Policy 2014+ and territorial cooperation in central Europe”**
Fabrizio Barca, Minister for Territorial Cohesion, Italy and author of the “Barca-Report - an agenda for a reformed Cohesion Policy” (tbc)
- 10.20 **Coffee break**
- 11.00 **Panel discussion**
“From today to tomorrow - needs, challenges, and potentials of territorial cooperation in central Europe today and after 2014”
- 12.30 **Award ceremony**
Take a closer look at CENTRAL EUROPE
- 13.00 **Lunch**
- 14.00 **Regional project visits**
Thematic visits of CENTRAL EUROPE projects with pilot actions in Halle/Leipzig
- 17.00 Transfer to train station and the airport

Project Visits

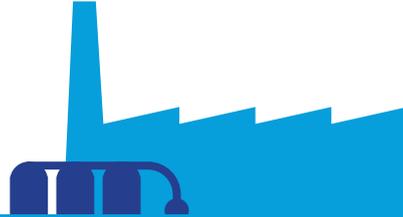


Trolley

Promoting Electric Public Transport in Central Europe

Test ride of an "E-bus"

- 14.00 Presentation of the Trolley project and E-bus
- 14.30 Trolley photo exhibition & discussion
- 15.15 E-Bus journey with stops at Halle main station (15.30h), Leipzig/Halle airport (16.00h), Leipzig main station (16.30h)

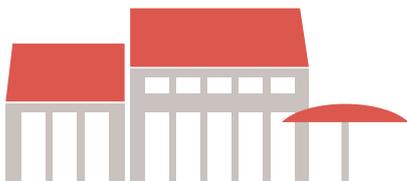


ChemLog

Improving Chemical Logistics in Central Europe

Visit of the Dow Chemical plant & its logistics unit

- 14.00 Journey to Dow Chemical followed by presentation of the ChemLog project
- 14.45 Visit of the Dow Chemical logistics unit
- 16.45 Drop off at the Leipzig/Halle airport
- 17.15 Drop off at Halle main station



Second Chance

Capitalising on Industrial Resources in Central Europe

Visit of the revitalised industrial site Baumwollspinnerei / Halle 14

- 14.00 Journey to the Baumwollspinnerei in Leipzig
- 15.00 Guided walking tour through the Baumwollspinnerei
- 15.45 Presentation of the Second Chance project & Halle 14 revitalisation
- 16.30 Drop off at the Leipzig main station
- 17.15 Drop off at Leipzig/Halle airport (Halle city centre on demand)



REURIS

Urban River Spaces in Central Europe

Canoeing along the canal in an area of urban revitalisation

- 14.00 Journey to the Karl-Heine-Kanal in Leipzig
- 15.15 Presentation of the REURIS project
- 15.30 Guided canoe tour on the Karl Heine Kanal (one hour)
- 17.30 Drop off at the Leipzig/Halle airport
- 18.00 Drop off at Halle main station

Practical Information

DORMERO Congress Centre
Franckestraße 1
06110 Halle and der Saale



How to get there

- Train** Halle (Saale) Main Station
Hotel DORMERO Congress Centre is within walking distance (approx. 5 to 10 minutes) from main station. Leave the station by main entrance, turn left, pass under the bridges and go straight on into Franckestraße. In approx. 500 meters Congress Centre is on your right hand side.
- Tram** The nearest tram stop is Am Leipziger Turm (tramways No 4, 7, 9)
- Car** Use adjacent K & K car park (multi-storey car park) via Franckestraße 1, motorway exit Halle-Peißen B100 from A 14 / A 9 or Halle Ost from A 14, keep direction of Halle Innenstadt and follow green sign posting for hotel, at roundabout Riebeckplatz use direction of Eisleben/Halle-Neustadt B80, keep right and after approx. 500 m at traffic light turn right into direction of Hansering, immediately after the turn enter K & K-Parkhaus on the right hand side. Exit level P8 for Congress Centre
- Plane** Airport Leipzig-Halle (approx. 20 km) or Berlin (approx. 180 km)

Accommodation

We have made a pre-reservation of rooms in the MARITIM hotel. Please book your accommodation directly with the hotel by emailing to meeting.hal@maritim.de using the promotional code "Central Europe" as soon as possible and until **22/04/2012** at the latest.

For other hotels nearby please take a look at <http://www.booking.com/>

If you have any questions please feel free to contact us at info@central2013.eu
We look forward to seeing you in Halle an der Saale!