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Sustainability means Business: The Future of Tourism in Europe

Innovate. Invest. Inspire sustainable tourism.

Business innovation meets environmental responsibility. Designed for tourism professionals, this conference showcases best practices and cutting-edge trends in sustainable, rural, and eco-tourism across Europe. Connect, collaborate, and lead the green transformation of the tourism industry.



5th December 2025, 9:30 - 15:00



Mediterranean College, 13 Kodrigktonos Str., 104 34 Athens, Greece

Hybrid (MS Teams link): <http://tinyurl.com/442pzjek>

Organized by: European Profiles S.A.

With the support of: Mediterranean College

Agenda

9:30 - 10.00 Registration

10:00 - 10:30 Welcome Remarks

Moderator: George Tziallas, Executive Advisor DBC Diadikasia, European Commission Tourism Expert, former Secretary-General at Ministry of Tourism, Greece

Dimitrios Bakolas, President of European Profiles S.A.

Hervé Busschaert, Project Adviser, European Innovation Council & SMEs Executive Agency

George Vardagalos, Project Manager, European Profiles S.A., StarGrowth Project

10:30 - 10:45 Keynote speech

Nikos Diamantopoulos, General Director, Marketing Greece

10:45 - 11:15 Discussion

Tourism for Tomorrow: Education, Culture and the Path to Sustainability

Discussion with Ekaterini Xyni, General Director-Principal, Mediterranean College and

Anthe Mitrakos, Founder and Editor of Portes Magazine



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11:15 - 12:15 Panel Discussion

Redefining Tourism: Navigating Change on the Road to Sustainability

Gian Andrea Garancini, Secretary General, 3win Action, EU sustainable Tourism expert, SG Tourism Expert

George Drakopoulos, Founder and Managing Director, Tourism Generis

Sofia Matzourani, Tourism Programme Leader & Industry Relations Manager, Mediterranean College

Sotiris Varelas, Assistant Professor, Department of Tourism Studies, University of Piraeus

12:15 - 12:30 Networking break with refreshments

12:30 - 13:30 Panel Discussion (StarGrowth project outcome)

Smart & Sustainable: Innovative Pathways for Tourism SMEs

Desislava Mincheva-Yordanova, Chairperson of the Management Board National Tourism Cluster "Bulgarian Guide" (Bulgaria)

Mariella Xavier / Giorgia Saccheri, Accademia IRSEI (Italy)

Kalliopi Mastora, European Profiles (Greece)

Charalambos Grammatikopoulos, EU-ROM (Romania)

13:30 - 13:50 Discussion

Sustainability in Practice: SME Innovations in Rural and Eco-Tourism

Nikos Sakkas, APINTECH (Cyprus)

Gašper Juvančič, Tehnološki Park Ljubljana (Slovenia)

Short video presentations from SMEs-project beneficiaries from the tourism sector

13:50 Closing Remarks

14:00 - 15:00 Networking luncheon

