



1st Biennial International Conference  
**HISTORICAL CITIES 3.0**

**Title of the conference in 2018:**  
**RESIDENTS AND VISITORS – in search of quality and comfort**

**Motto: *I am lucky to live where others can only come for a moment***

- **Dates: 1-2 March 2018**
- **Venue: ICE Kraków Congress Centre**
- Obligatory registration via [www.historicalcity.eu](http://www.historicalcity.eu) from January to 15 February 2018
- Approximate number of participants: 250
- Target groups: municipalities, NGOs, DMOs, economic self-governments
- Conference languages – English and Polish, simultaneous interpretation
- Conference formula: plenary session with official and expert keynotes, and thematic panels
- Signing a letter of intent on future cooperation

## CONFERENCE AGENDA

### 1 March 2018

9:00 – 10:00	registration
10:00 – 10:10	Jacek Majchrowski, Mayor of Krakow
10:10 – 10:20	Elżbieta Bieńkowska European Commissioner for Internal Market, Industry, Entrepreneurship and SMEs
10:20 – 10:35	Denis Ricard - Secretary General of the Organization of World Heritage Cities (OWHC)
10:35 – 11:00	Bartłomiej Walas - <i>Challenges for tourism in historical cities</i>
11:00 – 11:30	coffee break
11:30 – 12:00	<b>case study introducing panel 1:AMSTERDAM</b>
12:00 – 13:30	<b>panel 1:24-HOUR CITY</b>
13:30 – 14:30	lunch
14:30 – 15:00	<b>case study introducing panel 2: EDINBURGH</b>
15:00 – 16:30	<b>panel 2:GOOD LIFE VS. ATTRACTIVE DESTINATION?</b>
16:30	closing of the first day
20:00	welcome reception - Gallery of The 19th-Century Polish Art the Sukiennice (The Cloth Hall), RynekGłówny 3

### 2 March 2018

08:30 – 10:30	a theme walk in Krakow
10:30 – 11:00	coffee break (ICE Kraków)
11:00 – 11:30	<b>case study introducing panel 3: BREGENZ</b>
11:30 – 13:00	<b>panel 3:SMART CITY, FOR WHOM?</b>
13:00 – 13:30	the signing of the letter of intent on future cooperation
13:30 – 14:00	wrap up of the conference by Andrzej Kulig, Deputy Mayor of Krakow
14:00 – 15:00	lunch, closing of the conference

For registration and more information please visit

[www.historicalcity.eu](http://www.historicalcity.eu)