

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 and Services
- 10:20 – 10:35 Denis Ricard - Secretary General of the Organization of World Heritage Cities (OWHC)
- 10:35 – 11:00 Bartłomiej Walas - *Challenges for tourism in historical cities*
- 11:00 – 11:30 coffee break
- 11:30 – 12:00 **case study introducing panel 1: AMSTERDAM**
- 12:00 – 13:30 **panel 1: 24-HOUR CITY**
- 13:30 – 14:30 lunch
- 14:30 – 15:00 **case study introducing panel 2: EDINBURGH**
- 15:00 – 16:30 **panel 2: GOOD LIFE VS. ATTRACTIVE DESTINATION?**
- 16:30 closing of the first day
- 20:00 welcome reception - Gallery of The 19th-Century Polish Art the Sukiennice (The Cloth Hall), Rynek Główny 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 **case study introducing panel 3: BREGENZ**
- 11:30 – 13:00 **panel 3: SMART CITY, FOR WHOM?**
- 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)