

**PRESS ROOM  
Pavilion 8**

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| <b>14:45</b> | <b>Accreditations</b>   |  |
| <b>15:00</b> | <b>Opening of the Conference</b>  | <b>Marta Serra</b> (Director of the B-Travel fair)<br><b>Josep M. Pey</b> (Director of B-Industrial)<br><b>Eusebi Casanelles</b> (Conference's responsible)  |
| <b>15:20</b> | <b>"Sabadell, the Catalan Manchester"</b>   | <b>Marc Monells Hernández</b><br>(Head of the city's Projection and Tourism program)<br><b>Organised by: Ajuntament de Sabadell</b>  |
| <b>15:40</b> | <b>"Origins": The Arnao Mine Museum, the only underwater coal mine in Europe</b>  | <b>Mar González Iglesias</b> (Adviser for tourism and economic revitalization) <b>Organised by: Town hall of Castrillón</b>  |
| <b>16:00</b> | <b>"Travel to the heart of a coal mine through two unique experiences: Pozo Sotón and Mine Ecomuseum Valle de Samuño"</b> | <b>Gustavo Martínez and Lilia García Lorenzo</b> (Hunosa)<br><b>Pamela Álvarez and Jorge Vallina</b> (Town hall of Langreo - UTE Ecomuseu Manager and MUSI)<br><b>Organised by: Hunosa and Town hall of Langreo (Minas de Asturias)</b>  |
| <b>16:20</b> | <b>"Presentation of the Industrial Tourism Guide of Spain 2023"</b>   | <b>Josep Maria Pey</b> (CEO El Generador – Partner of AOTI)<br><b>Organised by: El Generador - AOTI</b>  |
| <b>16:40</b> | <b>- coffee break -</b>   |  |
| <b>17:00</b> | <b>"Club of Industrial and Scientific Products: ALMERÍA in the SCIENCE"</b>   | <b>Carmen Liria</b> (Director of "Made in Macael - Guías Turísticas")<br><b>Organised by: Diputación de Almería</b>  |
| <b>17:20</b> | <b>"The adventure of the railway in Mora la Nova" and "Package to make our proposal more attractive"</b>                  | <b>Alex González Escudero</b> (Volunteer in the communication area of the Mora la Nova Railway Museum)<br><b>Anna Pujol</b> (Product Manager of Fent País)<br><b>Organised by: XATIC</b> (Industrial Tourism Network of Catalonia)   |
| <b>17:40</b> | <b>"Museum MEGA Mundo Estrella Galicia"</b>   | <b>Oscar López Cernadas</b> (Sales and Events Manager)<br><b>Organised by: Conseil provincial de A Coruña</b>  |
| <b>18:00</b> | <b>"Batán Museum and The Municipality (Val de San Lorenzo Town Hall) "Chocolate Museum" (Astorga)"</b>                    | <b>Nicanor J. Sen Vélez</b> (Deputy Tourism)<br><b>Miguel Ángel Cordero López</b> (Responsible of Museum Batán and La Comunal, Town hall of Val de San Lorenzo)<br><b>M. Rosario Roig Sauri</b> (Communication Councillor, Astorga City Council)<br><b>Organised by: Provincial Tourism Consortium of León</b>   |
| <b>18:20</b> | <b>"Portuguese Industrial Tourism Network"</b>  | <b>Alexandra Alves</b> (Coordinator of Industrial Tourism of Sao João da Madeira and member of the Dynamization Group of the Portuguese Industrial Tourism Network) and <b>Teresa Ferreira</b> (Director of the Department of Supply and Resources Reinforcement of Turismo de Portugal) <b>Organised by: Dinamisation Group of the Portuguese Network of Industrial Tourism – Tourism of Portugal</b> |
| <b>18:40</b> | <b>"Visit of a date farm"</b>   | <b>Miguel Ángel Sánchez Martínez</b> (Todo Palmera)<br><b>Organised by: Provincial Tourism Council Costa Blanca</b>  |
| <b>19:00</b> | <b>Conclusions of the Conference</b>  |  |

*There will be NO translation service*Organised  
by:

Sponsors:

Ajuntament  
de Sabadell

With the collaboration of:

TurismeIndustrial.cat  
Descobreix, comprèn, viu.