

Business to Business meeting that will bring together Mediterranean companies, socio-economic agents and tourism authorities to develop together the offer cultural tourism services of med countries through an increase of foreign direct investments, know how transfer and business relations.

This business meeting will be preceded by a study on cultural tourism that will help to identify available resources, their needs and the main companies from the sector.

<b>CULTURE IN MED</b>	
<b>DATE</b>	24 <sup>th</sup> September – Estimated time 16:00 – 18:00 h
<b>TYPE OF INSTRUMENT</b>	Business meeting/ B to B.
<b>OBJECTIVES</b>	To promote investment, synergies, trade relationships and transfer of technical know-how between businesses in Europe and the MED countries within the cultural tourism sector, and the official tourism organizations.
<b>DESCRIPTION</b>	To promote investment, synergies, trade relationships and transfer of technical know-how between businesses in Europe and the MED countries within the cultural tourism sector, and the official tourism organizations.  The organization and selection of the participants in this operation will be directly related to the results obtained by the preliminary study “Context of the Offer in Cultural Tourism of the MED countries”, that will be carried out within the framework of the ETINET initiative.
<b>TARGET GROUPS (Participants)</b>	Businesses in the sector of cultural tourism, firms providing complementary services, the populations of the destinations affected by this business activity.