

**Euro Mediterranean Intercultural Dialogue Forum  
Celebrating  
Lebanon, the 35th Member State of the Enlarged Partial Agreement  
On the Cultural Routes of the Council of Europe  
April 20-23, 2022**



**The Phoenicians' Route**



**The Routes of El legado Andalusi**



**The Routes of the Olive Tree**



**Iter Vitis the Wine Route**

**Under the Patronage of His Excellency, President of the Republic General Michel Aoun  
In the Presence of His Excellency Minister of Tourism Eng. Walid Nassar**

The Lebanese Ministry of Tourism and the Lebanese American University shall launch the Euro Mediterranean Intercultural Dialogue Forum in collaboration with the Ministry of Culture, Ministry of Agriculture and the European Institute of Cultural Routes of the Council of Europe, La Rotta dei Fenici, Routes of the Olive Tree, Iter Vitis Route(Wine Route), and Routes of El legado Andalusí by the Umayyad Route.

The Forum will focus on enhancing the joint mission of the Lebanese Ministry of Tourism and the Lebanese American University to disseminate knowledge about the history of Lebanon and will seek to sustain Lebanon's intercultural dialogue and connectivity with the confederation of the Euro-Mediterranean cities to promote Lebanon's Cultural Tourism industry towards boosting its Economy.

The program shall include the following activities:

1. Celebration of Lebanon, the 35th Member State of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe,
2. Announcement of the Intercultural Dialogue Academy for Lebanon,
3. The inauguration of the Phoenicians' Route Museum in the historical district of Jounieh
4. To celebrate Bkassine declaration as one of the best tourist villages in the world, as part of the initiative of the World Tourism Organization (UNWTO).

**Program:**

**Day 1. Arrival Day: Wednesday April 20 check in Hotel**

**6.30-8.00pm visit to the National Archaeological Museum, Beirut**

Tour of the Museum led by Dr. Sarkis Khoury, General Director (DGA) Ministry of Culture

The participants from the European Institute of Cultural Routes, and the representatives from the participant ministries will be visiting the National Archaeological Museum in Beirut.

**Documentary of the National Museum**

## DAY 2. Thursday April 21, 2022

### Celebration of Lebanon, the 35th Member State of the (EPA) Cultural Routes of the Council of Europe, and Launch of the Intercultural Dialogue Academy for Lebanon Auditorium Selina Corban, LAU Byblos

9.30 am	Registration
9:50am	Opening Session, Master of Ceremony. Mrs. Elissar Baalbaky , President of the Lebanese Tour Guide Syndicates.
10.00 – 10.10 am	Welcome Address: Dr. Michel Mawad President, LAU
10.10- 10.20	Dr. Rachid Chamoun, "Institutional Collaboration"/ (EPA)
10.20 – 10.50 am	Officials greetings Minister of Agriculture, Dr Abbas Hajj Hasan Minister of Culture, Judge Mohammad Mortada Minister of Tourism Eng. Walid Nassar
<b>10.50- 10.55</b>	<b>Short film (rise above Lebanon)</b>
10.55- 11.25am	Institutional greetings
10:55 – 11.05am	Dr. Stefano Dominioni, Executive Director, E I C R, Council of Europe
11.05 – 11.15am	Mrs. María de la Concepción de Santa Ana Fernández, Managing Director, Legado Andalusia
11.15-11.25	Dr. Antonio Barone, Director of the Phoenicians' Route
<b>11.25- 11.35am</b>	<b>Coffee break</b>
11.50-12.00pm	Dr Rachid Chamoun, Honorary President of the Phoenicians Route
12.00- 12.30pm	Dr. Maroun Daccache, Architect of the "Phoenician Museum", Jounieh
12.30 – 1.00pm	Mr. Pierre Doumet, President of the Association for the Protection of Jabal Moussa "High Mountain Phoenician center "
1. 00- 1.30pm	Mr. Wissam Zaarour, President, Council of Byblos, "Alphabet Museum"
1.30- 1.40pm	Q&A moderated by Dr. Rachid chamoun
<b>1: 40 – 2.40 pm</b>	<b>Reception</b>
2.40 – 4.30pm	Visit Byblos Heritage Site Led by Prof. Antoine Lahoud
<b>4.30-6.00pm</b>	<b>LAU-Louis Cardahi Foundation</b>
4.30- 4.40pm	Welcome word by Dr. Rachid Chamoun, Director, LAU-LCF
4.40- 4.50pm	Dr. Habib Chamoun-Nicolas, Professor, University of St Thomas, Cameron School of Business, Houston, Texas, United States "The Phoenician Negotiation"
4.50- 5.00pm	Dr Andre Borg, Non-Resident Ambassador of Malta to Lebanon. He "Sustainable transnational tourism initiatives."
5.00-5.10 pm	Minister of Tourism Eng. Walid Nassar Min
<b>5.10- 6.00pm</b>	<b>Reception</b>
<b>Depart at 6:00 pm</b>	<b>Visit by the Wine Route to Monastery Saint Maroun Annaya.</b> Welcome Note, Father Naamtallah Hashem, President of Maronite Order Director General of the Ministry of Agriculture, Mr Loius Lahoud Minister of Tourism, Eng. Walid Nassar

## DAY 3. Friday April 22, 2022, Launch of the Phoenician Museum Municipality Of Jounieh

- 9.30am Registration  
9.50am Opening Session, Master of Ceremony. Mrs. Elissar Baalbaky,  
President of the Lebanese Tour Guide Syndicates.
- 10.00 – 10.10 am Welcome Address: Juan Hobeich, President of the Council of Jounieh
- 10.10 – 11.00 am Officials greetings  
Dr. Michel Mawad President, Lebanese American University  
Minister of Agriculture, Dr Abbas Hajj Hasan  
Minister of Culture, Judge Mohammad Mortada  
Minister of Tourism Eng. Walid Nassar
- 11.00- 11.10 Short film on Jounieh**
- 11.10 – 12.00 pm Institutional greetings  
11.10 – 11.20 am Mr Zafer Chaoui , president of the national institute of Vine and wine  
11.20 – 11.30 am Mrs. Emanuela Panke, President, Iter Vitis vine Route  
11.30 – 11.40 am Dr. Christiane Assaf National association for Lebanese olive and olive oil  
11.40 – 11.50 am Dr. Marinella KATSILIERI, Secretary General of the Board of Directors,  
The Routes of the Olive Tree
- 11.50- 12.15pm Dr.Rachid Chamoun, Honorary President of the Phoenicians' Route  
Smart ways Lebanon by the Phoenicians' Route
- 12.15 - 12.25pm Q&A moderated by Dr. Rachid Chamoun  
12.25 -12.35pm Coffee break  
12.35 - 12.45pm Walk in the old souk to the New Phoenician Museum  
12.45 - 2.00 pm Exhibition and Reception at the Museum
- Depart at 2.00pm Field Trips to North Lebanon**  
Visit by the Route of the Olive Tree and the Wine Route.  
Bchaaleh, Kiffan, and Ixsir Winery.
- 3.00-5.00pm Reception/ (planting an olive tree)**  
Word of Welcome, Mr. Rachid Geagea President of the Council of Bchaaleh  
Dr. Marinella KATSILIERI, Secretary General of the Board of Directors, the  
Routes of the Olive Tree  
Minister of Tourism Eng. Walid Nassar
- 6.00 -7.30pm Cultural Tourism visit and Tour of the City of Batroun**  
Announce "Batroun City and District Sustainable Tourism Vision"

## Day 4. Saturday Morning April 23. Bkassine, South Lebanon

### 11:00am- 6:00pm Bkassine / Best Tourism Villages Festive Ceremony

UNWTO, recognizing Bkassine village and 43 other villages from 32 countries, as best examples of rural communities that embraced tourism to provide opportunities and drive sustainable development.

**6:00 pm: (Depart Bkassine) to West Beqaa and Zahle by the Wine Route**



## Sunday April 24 departures

**RSVP by Monday, April 18, 2022**

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