

**Round table Program**  
**'Looking at the region, looking from the region - rebooting'**

**May 20, 2022, Friday, 13.30 (Minsk time)**

**Venue: Zoom online platform**

12.30 –13.30	Connecting participants
13.30 –15.30	Round table "Looking at the region, looking from the region - reboot"
	<p>Discussion topics:</p> <ul style="list-style-type: none"> <li>• tools and communication models aimed at regional development - a new format</li> <li>• event, interactive, regional tourism as an important component of the development of territories</li> <li>• branding - as a factor of territory recognition</li> <li>• problems and promising solutions for the development of crafts and fields: a regional aspect</li> <li>• tourist souvenir - new opportunities for craftsmen</li> <li>• «Friendship of festivals» – search for new event tourism formats</li> </ul>
	<p>Moderator: Irina Bogdanets - Director of the Private Institution "Development Territory - 21st Century"</p>
	<p>Speakers (up to 5 min.):</p> <ol style="list-style-type: none"> <li>1. Natalya Sidorova - Deputy Chairman of the Kormyansky District Executive Committee  <i>Topic: Invitation card-presentation "Kormyansky business meetings" as a prototype of international economic forums in miniature</i></li> <li>2. Elena Ponomareva – director of the Representative of the exhibition center "VYATKA-EXPO" (RF)  <i>Topic: The Interregional Forum "Pantry of Crafts" as a tool for the development of folk arts and crafts in Kirov Region</i></li> <li>3. Svetlana Selyuk - Senior Inspector of the Sports and Tourism Department of the Kalinkovich District Executive Committee  <i>Topic: "Yurovichi is known to everyone, no one knows about Yurovichi" - as a rebirth came to the parking lot of a primitive person known since Soviet times</i></li> <li>4. Denis Yezersky – Head of the Main Department of Ideological Work, Culture and Youth Affairs of the Gomel Regional Executive Committee  <i>Topic: Regional tourism - a new niche for travel agents and tourism enterprises</i></li> </ol>
	<p><u>Panelists (up to 3 min.):</u></p> <ul style="list-style-type: none"> <li>• Marina Filonova – General Director of the Gomel branch of the Belarusian Chamber of Commerce and Industry</li> <li>• Dmitry Chernenky – Deputy Head of the Department of Preschool, General Secondary, Special and Vocational Education of the Main Department of Education of the Gomel Regional Executive Committee</li> <li>• Marzhangul Kalieva – President of the Association of Artisans of Atyrau region (Republic of Kazakhstan)</li> </ul>

- Nikolai Kreutor - Chairman of the Association of Folk Arts and Crafts of ATU Gagauzia (Republic of Moldova) (to be specified)
- Alexandra Shabarina – Deputy Head of the Veydelevsky District Administration (Belgorod Region, RF)
- Gaposhko Tatiana – Head of the Department of Culture, Youth Policy and Sports of the Klinty City Administration (Bryansk Region, RF)
- Albina Absalyamova - Director of "Orenburgskie pukhovnitsy" LLC (Orenburg region, RF)
- Svetlana Razina – Director of "Business Woman" LLC (Ivanovo region, Russia)
- Tatiana Suslova – Director of the Department – Head of the Foreign Trade Department of the Tula CCI (Tula region, Russia)
- Vladimir Litvinov – Deputy Director of the Museum for Scientific Work of the State Historical and Cultural Institution "Gomel Palace and Park Ensemble"
- Svetlana Vashchenko – PR Manager of the cluster initiative "Development of local entrepreneurial initiative through craft cooperation" of the project "Support of economic development at the local level in the Republic of Belarus" (implemented by UNDP in partnership with the Ministry of Economy of the Republic of Belarus with the support of the European Union)
- Pyotr Tsalko - Director of Vetka Museum of Old Believers and Belarusian Traditions named after F.G. Shklyarov
- Irina Wenzel – Tourism Specialist, Joy Tour LLC
- Ocheretnaya Olga – craftsman
- Natalia Safronovich – Director of the institution "Gomel Regional Center of Folk Art"
- Maria Gankina – Head of the Department of Traditional Folk Culture of the Institution "Gomel Regional Center for Folk Art"
- Tamara Samoylenko – methodologist for folk crafts of the department of traditional folk culture of the institution "Gomel Regional Center for Folk Art"
- Representative of Khoyniki Crafts LLC