

1ST INTERNATIONAL DAY ON ICONIC SHOPS IN EUROPEAN CITIES

Tuesday, 7 March 2023
LA LLOTJA DE MAR · BARCELONA



Ajuntament de
Barcelona





1ST INTERNATIONAL DAY ON ICONIC SHOPS IN EUROPEAN CITIES

Tuesday, 7 March 2023

PROGRAMME

09.00 am Registration and presentation of documents

09.30 am Welcome and presentation of the event
With representatives from Barcelona City Council

09.45 am **Session 1.**
Iconic Establishments and European Cities: Opportunities and Challenges
Speeches by political representatives from cities that are part of the European Working Group on European Cities and Iconic Shops

Mr Diogo Moura. Councillor of Economy, Innovation and Culture. *Lisbon*

Ms Olivia Polski. Deputy mayor of Paris, with responsibilities in the areas of commerce, craftwork and liberal, artistic and fashion-related professions. *Paris*

Ms Monica Lucarelli. Advisor on Safety, Business Activities and Equal Opportunities. *Rome*

Ms Montserrat Ballarín Espuña. Councillor for Commerce, Markets, Consumption, Internal Regulations and Finance. *Barcelona City Council*

10.30 am **Screening of Iconic Establishments, a Reality in European Cities**

10.45 am *Coffee break and visit to the exhibition*

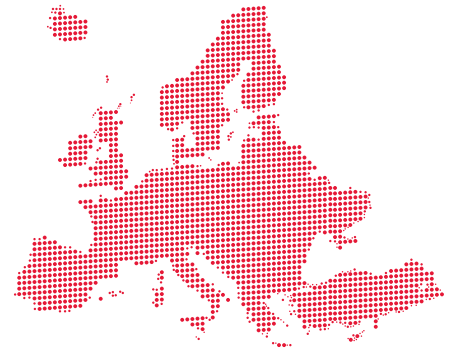
11.15 am **Presentation of the report from the European Working Group on European Cities and Commerce**

Mr Jordi Tresserras Juan. Head of the LABPATC, the Laboratory for Heritage, Creativity and Cultural Tourism

11.35 am **Session 2.**
Europe and Iconic Shops

Mr Marcos Ros Sempere. Member of the European Parliament. Member of the Committees on Regional Development, and Education and Culture. Rapporteur of the report on the New European Bauhaus

LA LLOTJA DE MAR BARCELONA



12.20 pm **Presentation of the Barcelona Declaration on the preservation and promotion of iconic retail establishments. Jointly presented by Paris, Rome, Lisbon and Barcelona**

Presentation of the Barcelona Declaration to MEP **Mr Marcos Ros**

12.40 pm **Session 3.**
Best practices in the management of iconic shops: Tradition and innovation in Barcelona, Paris, Rome and Lisbon

01.35 pm **Picasso and Barcelona. Recognition of the figure of Maya Ruiz-Picasso for her involvement**

01.45 pm **Closing**

02.00 pm *Snack and visit to the exhibition*

CULTURAL PROGRAMME

03.30 pm **Presentation of cultural activities and iconic retail establishments**

Mr Josep María Roig. Representing the Association of Iconic Retail Establishments

Ms Isabel Rodríguez. Representing Barnacentre

Preparation of groups and visits

EXHIBITION

The exhibition showcases various initiatives for promoting iconic establishments that have been carried out in Barcelona within the framework of the 2021-2024 Government Action Plan. An initiative to promote iconic shops in each of the other three cities (Lisbon, Paris and Rome) will also be presented.

The exhibition will be located in the same space where the sessions of the conference are taking place so that attendees can visit it during coffee and snack breaks.



Simultaneous translation Spanish-English will be provided in all sessions



LOCATION:

LA LLOTJA DE MAR

Passeig d'Isabel II, 1
Barcelona

www.barcelona.cat/comercosemblematics
#emblematicsbcn