

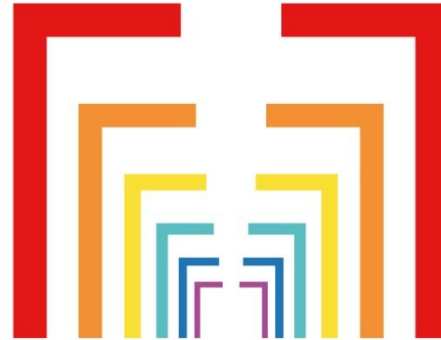
AGM Eurocities 2010

Zaragoza, 3rd-6th november 2010



THE NETWORK
OF MAJOR
EUROPEAN
CITIES

SUCCESSFUL CITIES
VISION AND IDENTITY



EUROCITIES 2010

 zaragoza 3-6 November

 Press Pack

What is EUROCITIES?



- It is the biggest and most efficient European cities network.
- It is made up of 140 of the most important European cities from 36 countries: Vienna, Brussels, Berlin, Rome, Amsterdam, Lisbon, London, Paris, Madrid, Barcelona, etc.
- It is the body cities use when lobbying European Institutions in matters that affect them.
- It is a platform to share knowledge, ideas and experiences through a series of forums, workgroups, projects, activities and events.

About EUROCITIES



Founded in 1986, **EUROCITIES** is the main European cities network, with **140** members from **36** countries. Its memberships share ideas and exchange experiences, in order to analyze common problems and to develop innovative solutions across Forums, workgroups, projects, activities and events.

“EUROCITIES is compromised in working with a common vision and a more sustainable future where the people of the cities can enjoy a better quality of life”.

Economic, energetic and environmental development, public services, climate change, cohesion policies, employment and social affairs, culture, education, transport and mobility, IT and new technologies, and international governance and cooperation are the environments in which the members operate.

What is THE ANNUAL GENERAL MEETING?

- It is EUROCITIES' most important annual event.
- It constitutes the only occasion where all members meet at the highest political level (Mayors and Councillors).
- It is attended by the highest authorities from the cities, representatives of the European Union and other public and private sector organisations from across Europe.



Why

THE CITY OF ZARAGOZA



Zaragoza has undergone a historic process of development and progress over the last few years.

Zaragoza's Expo 2008 has quickly turned Zaragoza into a modern and forward-looking city with excellent infrastructures, helping it become one of the most important emerging cities in Europe.

Its growth is based on the strong set of values built over her long history and culminates in the transformation of Zaragoza to a real **people-city**.

“Zaragoza joined EUROCITIES in 2002, and nowadays is one of the 12 city members of the Executive Committee, the unique Spanish city with that representation.”



Why

CITYMARKETING ?



Zaragoza has created recently his **City Brand**, and has stimulated Eurocities Working Group about Branding Management.

Human
Attractive
Sustainable
European
Dynamic
Emerging
Open
Mystic
Avant-garde
Surprising
Historic
Easy

■ **City Marketing** is the strategic promotion of a city, used to alter the external perceptions of a city in order to encourage tourism, attract inward migration of residents, or enable business relocations.

■ The development of cities as a marketable product is an effect of **globalisation**, and many of the most important cities of the world have carried out successful policies of CityMarketing.

Who IS COMING ?

- The Commissioner for EU Regional Policy, Johannes Hahn; the Mayor of The Hague and President of EUROCITIES, Jozias Van Aartsen; the Ministry of the Presidency of the Spanish Government, Ramón Jáuregui; and the Mayor of Zaragoza, Juan Alberto Belloch, has confirmed that they will be attending the official opening of the EUROCITIES meeting on the 4th of November, a meeting that will also be attended by other important guests.
- And as integral part of the delegations, there waits for the assistance of high-level members of the Eurocities network, including mayors and deputy mayors.



What IS THE PROGRAMME ?



Thursday, 04/11/2010

Venue: Congress Palace of Zaragoza (Auditorium), C/ Eduardo Ibarra, 3

9.00 - 9.05: Moderator's introduction: Greg Clark, expert on city and regional development.

9.05 - 9.30: Opening of EUROCITIES 2010 Zaragoza

- Mayor of Zaragoza, **Juan Alberto Belloch**
- Mayor of The Hague, President of EUROCITIES, **Jozias van Aartsen**
- Ministry of the Presidency of the Spanish Government, **Ramón Jáuregui**

9.30 – 10.15: Keynote speaker: Dr. Alfonso Vegara, architect, town planner, economist and sociologist **specialised in urban development.**

10.15 – 10:30: Contribution from the **EUROCITIES Brand Management and City Attractiveness Working Group. Jean Michel Daclin**, Deputy Mayor of Lyon.

10:30 – 11:00: Coffee Break

11.15 - 12.45: Panel Debate/Plenary Session. Mayors from six cities will analyze the current city marketing policies and their experiences. **Question and answer session.**

12.45-13:00 Jozias Van Aartsen, outgoing President of EUROCITIES introduces the newly elected President of EUROCITIES

13.00 – 14.15: Lunch

14.30 – 17.30: On-Site Workshops

- Research, Development and Innovation
- International events for City Transformation
- Building Partnerships
- Sustainability
- Creative Development

20.00 - 22.30: Gala dinner

Venue: Bridge Pavillion

Wednesday, 03/11/2010

Venue: Principal Theatre, C/ Coso 57

19.00 - 22.30. Welcome reception and awards ceremony

19.30 – 21.00: Welcome & Awards

Ceremony followed by a Cultural

Performance with the dancer *Miguel Angel Berna and b vocal.*

These are the cities nominated for this year's awards:

- Cooperation: *Eindhoven, Brighton, Glasgow*
- Innovation: *Edinburgh, Dublin, Barcelona*
- Participation: *Amsterdam, Leipzig, Lyon*

Friday, 05/11/2010

Venue: Congress Palace of Zaragoza (Auditorium), C/ Eduardo Ibarra, 3

08.30 - 10.30: Speed networking

09.00 - 10.30: Mayor's Debate

Venue: *Pablo Gargallo Museum, Plaza San Felipe 3*

11.00 – 13.30: Conclusions and Closing EUROCITIES Annual General Meeting (closed session)



EUROCITIES members

EUROCITIES has 140 member cities in 36 European countries

AUSTRIA	Vienna*
BELGIUM	Antwerp, Brussels Capital Region, Brussels City, Charleroi, Ghent*
BOSNIA & HERZEGOVINA	Banja Luka, Sarajevo
BULGARIA	Bourgas, Plovdiv, Sofia, Varna
CYPRUS	Nicosia
CROATIA	Zagreb
CZECH REPUBLIC	Brno, Pilsen, Prague
DENMARK	Aarhus, Copenhagen*
ESTONIA	Tallinn
FINLAND	Espoo, Helsinki, Oulu, Tampere, Turku, Vantaa
FRANCE	Bordeaux, Grenoble Alpes Metropole, Lille Communaute Urbaine, Lyon*, Marseille, Nancy, Nantes Metropole*, Nice, Paris, Rennes Metropole, Saint Etienne Metropole, Strasbourg, Toulouse
GEORGIA	Tbilisi
GERMANY	Berlin, Bonn, Chemnitz, Cologne, Dortmund, Dresden, Dusseldorf, Frankfurt am Main, Leipzig*, Mannheim, Munich, Munster, Nuremberg
GREECE	Athens, Thessaloniki
HUNGARY	Budapest*
ICELAND	Reykjavik
IRELAND	Dublin
ITALY	Bologna, Florence, Genoa*, Milan, Naples, Palermo, Rome, Turin, Venice
KOSOVO^a	Pristina
LATVIA	Riga
LITHUANIA	Vilnius
FYR MACEDONIA	Skopje
THE NETHERLANDS	Amsterdam, BrabantStad, Eindhoven, Parkstad Limburg, Rotterdam, The Hague*, Utrecht
NORWAY	Bergen, Oslo
POLAND	Bialystok, Bydgoszcz, Gdansk, Katowice, Krakow, Lodz, Lublin, Poznan, Rzeszow, Warsaw*, Wroclaw
PORTUGAL	Lisbon, Porto
ROMANIA	Constantza, Timisoara
SLOVENIA	Ljubljana
SLOVAKIA	Bratislava
SERBIA	Nis, Novi Sad
SPAIN	Barcelona, Bilbao, Gijon, Las Palmas de Gran Canaria, Madrid, Malaga, Murcia, Seville, Terrassa Metropolitan Area, Valencia, Zaragoza*
SWEDEN	Gothenburg, Malmo, Stockholm*
SWITZERLAND	Geneva, Zurich
TURKEY	Bursa, Istanbul, Izmir, Sanliurfa
UKRAINE	Kharkov, Kiev, Lviv, Odessa
UNITED KINGDOM	Belfast, Birmingham, Bradford, Brighton & Hove, Bristol, Edinburgh, Glasgow, Kingston upon Hull, Leeds, Liverpool, London, Manchester, Newcastle/Gateshead, Nottingham, Sheffield, Southampton, Sunderland

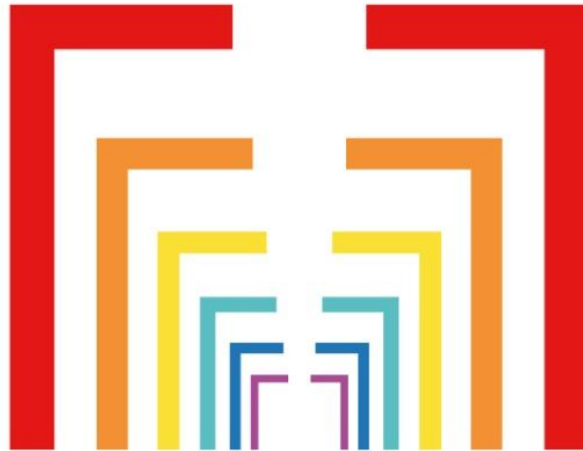
* Executive Committee members

^a Kosovo under United Nations Security Council Resolution 1244

Updated 4/01/2010

For more information: www.eurocities.eu

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