



## PRESS RELEASE AND INVITATION

### *The industrial heritage of SMEs an asset for tourist and regional development*

The European project '*Genius Loci*', co-financed by the European Commission through the COSME program, aimed to promote the safeguarding, interpretation and presentation to a larger public and tourists of the industrial and technical heritage of SMEs, Small and Medium Size Enterprises. It had partners in Italy, Hungary, Spain, Malta, Belgium,...

SMEs always played a fundamental role in the economic development of the European regions, and contributed greatly to social and technical environment. They still do.

Many of them were - and still are - pioneers in their sector. Or they produce unique products for a niche market.

When we think and talk about 'industrial heritage', however we neglect and forget their role too often.

Industrial heritage should not, and certainly not in the first place, have to do with large-scale industries such as coal mines or steelworks, but has to pay attention to the countless and so representative small businesses, active in cities and in the countryside. They determined the lives, habits and behavior of millions of men and women across Europe

During the project the values and potentials were studied of historic SME sites, collections and museums, but also of enterprises that kept traditions alive. One looked at the interests of public, the tourist and educational market, the USPs, ... A special industrial heritage label with QR-code 'Industriana' was created and has been tested in five European regions. In those also thematic routes were set out.

**On 21 September**, the final session of this project will be organized at the European Committee of the Regions in Brussels.

We would like to invite you, or a representative, to this meeting with the subject:

***The industrial heritage of SMEs : an asset for tourist and regional development.***

The results of the project for all partner countries will be presented. One will also discuss the follow-up of 'Genius Loci'.

The Industriana label will be rolled out during the European Year of Cultural Heritage. Through the European Federation of Associations of Industrial and Technical Heritage a special effort will be launched to promote cross-border cooperation and networking.

#### **Participation is free.**

Due to the strict safety rules, participants must compulsory register before the end of August (see the registration for)

For information see also

- <http://www.europeangeniusloci.eu> and <http://www.industriana.eu>



## **The industrial heritage of SMEs :** *an asset for tourist and regional development*

Date: **21 September 2017**

Place: Brussels, Committee of the Regions, Room VM3, 2, rue Van Maerlantstraat  
(opposite the main CoR building on rue Belliard straat)

### **Programme**

*Morning - start at 10.00 am*

- Welcome
- Presentation of 'Genius Loci' - the aims and the results
- lecture '*Small Enterprises and their role in history*'
- lecture '*Safeguarding and interpreting the industrial and technical heritage of small enterprises*'
- lecture '*The heritage of SMEs as a tourist asset*'
- lecture '*The heritage of SMEs as a tool for local and regional development*'
- *What's next ?* The follow up of the Genius Loci project

*Noon*

- lunch in presence of the Confrerie of Saint Arnold (representing the De Snoek brewing museum) and the Confrerie of Distillers (representing the National Jenevermuseum)

*Afternoon*

Presentation of the three topics:

- Vegetal textile fibres in Europe
- Alcohol from fruits and alcohol made from grain - and the effect on gastronomy
- Clay and the clay industries in Europe

and

- The Industriana Labels - presented and demonstrated
- The POIs and the labels - presented and commented

Closing: drink offered (see noon), networking

### **Participation is free,**

But, because of security regulations **everyone has to register as soon as possible and before the end of August**, using the registration form (fillable PDF).

Fill in the form, save the file with your name, and send it to [info@apiform.it](mailto:info@apiform.it)



Co-funded by the COSME programme  
of the European Union