



## 9 April 2014

### EXHIBITION HALLS "RAPHAEL MIHAILOV"

09,00 – 17,30 Registration of the participants. Decoration of the exhibition stands.

### ART GALLERY „BORIS DENEV“

19,00 Exhibition opening Like.Bulgaria.

### THE AREA BETWEEN THE ART GALLERY „B. DENEV“ AND THE ASSEN'S MONUMENT

19,30 Opening of the international tourist fair „Cultural Tourism“ Veliko Tarnovo 2014. Concert of VASILEV, BLAGOEV BAND – STARA ZAGORA AND FRIENDS.

### X INTERNATIONAL FILM FESTIVAL „ON THE EAST COAST OF EUROPE“

17,00 – 19,00 Module „Special film collection“. **Club„Taralej“**

## 10 April 2014

### EXHIBITION HALL "RAPHAEL MIHAILOV", DISCUSSION HALL 2

09,30 RITUAL BLESSING of the guests and the participants in the international Tourist Fair – "Cultural Tourism" 2014.

10,00 – 10,20 Municipality of Sozopol Using the opportunities of the European funds for raising the quality of the tourist product of Sozopol Municipality. Represents: Petya Chapevova – deputy Mayor of Sozopol municipality.

10,30 – 11,20 "Cultural heritage of the region of Pomorie – the bay and the eastern parts of Stara planina" - project "Development of tourist and marketing in the region of Pomorie bay and the eastern parts of Stara Planina", Grant Contract BG161P0001/3.2-02/2011/009, financed by the EFRD and the state budget of Bulgaria.

11,30 – 12,50 „The valley of roses and the Thracian rulers“, Presents: Zornitza Rasheva, Kazanlak

14,00 – 14,20 Municipality of Sofia Presents „Museum of the history of Sofia – projection of the city life“, together with the Municipal Cultural Institute „Museum of the history of Sofia“. Presenting: Erina Krasteva

14,30 – 14,50 Sofia Municipality presents: „Route for street art lovers“. Presentator: Yasen Geshev, chairman of foundation for urban art and creator of festival Urban Creatures.

15,00 – 15,20 Tourist region Gabrovo – Tryavna – Sevlievo „To meet at the centre“. Presenting: Yonka Agalova

15,30 – 15,50 Colorful experience (Montana - Chiprovtsi - Chuprene - Ruzhintsi) . Presents: Neli Vasileva

16,00 – 16,20 "Tourist area Rila" . Presents: Penka Kefalova

16,30 – 16,50 Tourist region Shumen . Presents: Dobromir Zhekov

17,00 – 17,20 Innovative technologies in tourism - OZWILLO - cloud technology for tourism. Presents: "David Holding"

### EXHIBITION HALL "RAPHAEL MIHAILOV", DISCUSSION HALL 1

11,00 – 11,20 Like. Bulgaria: Think global, use local.

11,30 – 11,50 BHRA Presents "Mediaeval town and fortress Hotalich mysticism, reality and adventures in the heart of Bulgaria". Moderator: Dr. Sonya Aleksieva

16,00 – 16,20 Veliko Tarnovo - a candidate for European Capital of Culture 2019.

16,30 – 16,50 "Cultural and tourist routes - potential for development and economic impact." Presenter: Daniela Stoeva, CEO of Tandem Travel.

12,00 – 12,20 Presenting the book „Tourism and cultural heritage“ by S. Aleksieva and I. Bokova, Presented by Ivan Tsarov, Director RIM-Veliko Tarnovo.

14,00 – 14,50 Round table: New Bulgarian University and "Tsarevgrad Tarnov" Agency of tourism - «Cultural tourism and local development-

15,00 – 15,20 Announcing the National Student Competition of the Ministry of Economy and Energy (jury presents the theme criteria awards deadline).

15,30 – 15,50 Announcing the nominations of the National Competition READ & TRAVEL. Moderator: Dr. Sonya Aleksieva

### TAVERN "LUDO SELO"

20,00 "Welcome!" - Evening of Bulgarian folklore and traditions . Official host: BHRA - Veliko Tarnovo and "Tsarevgrad Tarnovo" Ltd.

### X INTERNATIONAL FILM FESTIVAL „ON THE EAST COAST OF EUROPE“

14,00 – 14,50 Panel „Special film collection“. **Club„Taralej“**

17,00 – 18,50 Screenings of Award-nominated films from the competition program. **Exhibition hall "Raphael Mihailov", Discussion hall 1**



- 19,00 – 20,00 Module "Movie Memories". "Late in the afternoon", a film by Oscar Kristanov, meeting with Hristo Iliev. **Club „Melon”**  
19,00 – 22,0 Module "Cinema and the City". **City council Veliko Tarnovo, Big hall**

### 11 April 2014

EXHIBITION HALL "RAPHAEL MIHAILOV", DISCUSSION HALL 2

- 10,00 – 10,20 Sliven Region - Kotel - Tvarditsa - "Region Sliven - crossroads of traditions, cultures and eras. Presents: Teodora Lulanski (A film)  
10,30 – 10,50 "The ancient heritage of Thrace". Presents: Kalina Mateva  
11,00 – 11,20 Destination Blagoevgrad Simitli-Kocherinovo - "Valley of Struma". Presents: Penka Kefalova (A film)  
11,30 – 11,50 Vratsa Municipality - "Vratsa – Gate to antiquity".  
12,00 – 12,20 Destination Rila - four seasons. Presents: Luboslava Yarlovska - Project Manager  
13,30 – 13,50 "Rivers of Time - destination Ruse, Ivanovo, Borovo". Presents: Ralitsa Marinova Petkova  
14,00 – 14,20 "Synergy of resources and policies - way for development of tourist destinations for municipalities Lubimets, Ivaylovgrad  
14,30 – 14,50 Destination Kyustendil - Nevestino – Zemen -nature, traditions and rich history. Presents: Daniela Vladimirova  
15,00 – 15,50 "On The roads of civilization" - presents Borislav Chernev, Project Manager  
16,00 – 16,50 "Sredets - Little Big municipality", Presents: Lazar Nalbantov

EXHIBITION HALL "RAPHAEL MIHAILOV", DISCUSSION HALL 1

- 10,00 – 10,20 Presentation of the book "The Valley of the rock people near Zlatograd" with authors prof. Nikolay Ovcharov and Konstantin Peryov (the series of Ethnographic Area Complex "Zlatograd").  
11,00 – 13,50 Assessment of the local tourism product in terms of international tourism. Presents: ABTTA  
14,00 – 15,50 Interpretation of cultural and natural heritage in Bulgaria. Ministry of Economy and Energy  
19,00 – 20,00 Bulgarian Association of Sommeliers and wine connoisseurs (BASV) presents: a retrospective exhibition "viticulture and wine through the ages".

BUSINESS CENTER, HOTEL "PREMIER"

- 11,00 – 15,20 Devin Municipality - Borino - Dospat - "History, nature and culture of the region Rhodopes" - an annual regional forum on the "Splendor of the Rhodopes", financed by EFRD through OPRD 2007 – 2013.

### X INTERNATIONAL FILM FESTIVAL „ON THE EAST COAST OF EUROPE

- 16,00 – 20,00 Screenings of Award-nominated films from the competition program. **Exhibition hall "Raphael Mihailov", Discussion hall 1**  
19,00 – 20,0 Module "Movie Memories" - meeting with Konstantin Grigoriev – Writer. **Club „Melon”**  
19,00 – 22,0 Module "Cinema and the City". **City council Veliko Tarnovo, Big hall**

### 12 April 2014

INTER HOTEL VELIKO TARNOVO, HALL PRES LAV

- 10,00 – 13,00 Work shop  
"CHITALISHTE NADEZHDA - NADEZHDA CULTURAL CLUB"  
19,00 – 21,00 2014 - the year of Boris Hristov in honor of the 100th anniversary of the famous opera singer. Closing Ceremony of the International Tourism Fair "Cultural Tourism" - Veliko Tarnovo 2014 with the special participation of the Chamber Ensemble Yoan Koukouzel.  
21,00 Audio-visual show "Tsarevgrad Tarnovo - Sound and Light".

### X INTERNATIONAL FILM FESTIVAL „ON THE EAST COAST OF EUROPE

- 11,00 – 15,50 Screenings of Award-nominated films from the competition program. **Exhibition hall "Raphael Mihailov", Discussion hall 1**  
14,00 – 15,20 Panel „Special film collection". **Club„Taralej”**  
17,00 – 18,50 Award ceremony of the winning productions in Film Festival "On the east coast of Europe".  
**Hall of the Renaissance Constituent Assembly Museum**

### 13 April 2014

- 10,30 Complimentary trip on behalf of the host the International Tourism Fair "Cultural Tourism" - "Roman day at Nicopolis ad Istrum".