

**Euro Mediterranean Intercultural Dialogue Forum  
Celebrating  
Lebanon, the 35th Member State of the Enlarged Partial Agreement  
On the Cultural Routes of the Council of Europe  
April 20-23, 2022**



**The Phoenicians' Route**



**The Routes of El legado Andalusi**



**The Routes of the Olive Tree**



**Iter Vitis the Wine Route**

**Under the Patronage of His Excellency, President of the Republic General Michel Aoun  
Represented by His Excellency Minister of Tourism Eng. Walid Nassar**

The Lebanese American University and the Lebanese Ministry of Tourism shall launch the Euro Mediterranean Intercultural Dialogue Forum in collaboration with the Ministry of Culture, Ministry of Agriculture, the European Institute of Cultural Routes of the Council of Europe, La Rotta dei Fenici, Routes of the Olive Tree, Iter Vitis Route(Wine Route), and Routes of El legado Andalusi' by the Umayyad Route. With the participation of the Ministry of Foreign affairs, and Ministry of Environment.

The Forum will focus on enhancing the joint mission of the Lebanese Ministry of Tourism and the Lebanese American University to disseminate knowledge about the history of Lebanon and will seek to sustain Lebanon's intercultural dialogue and connectivity with the confederation of the Euro-Mediterranean cities to promote Lebanon's Cultural Tourism industry towards boosting its Economy.

The program shall include the following activities:

1. Celebration of Lebanon, the 35th Member State of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe,
2. Announcement of the Intercultural Dialogue Academy for Lebanon,
3. The inauguration of the Phoenicians' Route Museum in the historical district of Jounieh
4. To celebrate Bkassine declaration as one of the best tourist villages in the world, as part of the initiative of the World Tourism Organization (UNWTO).

#### **Program:**

#### **Day 1. Arrival Day: Wednesday April 20 check in Hotel**

#### **6.30-8.00pm visit to the National Archaeological Museum, Beirut**

The participants from the European Institute of Cultural Routes, and the representatives from the participant ministries will be visiting the National Archaeological Museum in Beirut.

#### **Documentary of the National Museum**

Tour of the museum led by Dr. Sarkis Houry, General Director of the Department of Antiquities  
8.30 pm dinner in downtown Beirut

#### **DAY 2. Thursday April 21, 2022**

#### **Celebration of Lebanon, the 35th Member State of the (EPA) Cultural Routes of the Council of Europe, and Launch of the Intercultural Dialogue Academy for Lebanon**

#### **Auditorium Selina Corban, LAU Byblos- Starts at 9.50am**

9.50 am Opening Session, Master of Ceremony. Mrs. Elissar Baalbaky ,  
President of the Lebanese Tour Guide Syndicates.

10.00am – 10.10 am Welcome Address: Dr. Michel Mawad President, LAU

10.10 – 10.50 am Officials greetings  
Minister of Agriculture, Dr Abbas Hajj Hasan  
Minister of Culture, Judge Mohammad Mortada  
Minister of Tourism Eng. Walid Nassar

**10.50- 10.55 Short film (rise above Lebanon)**

10.55- 11.25	Institutional greetings
10:55 – 11.05am	Dr. Stefano Dominioni, Executive Director, E I C R, Council of Europe
11.05 – 11.15am	Mrs. María de la Concepción de Santa Ana Fernández, Managing Director, Legado Andalusia
11.15-11.25	Dr. Antonio Barone, Director of the Phoenicians' Route
11.25- 11.35am	Coffee break
11.50-12.00pm	Dr Rachid Chamoun, Action Plans by “the Phoenicians’ Route”.
12.00- 12.30pm	Dr. Maroun Daccache, Architect of the “Phoenician Museum”, Jounieh
12.30 – 1.00pm	Mr. Pierre Doumet, President of the Association for the Protection of Jabal Moussa “High Mountain Phoenician center “
1. 00- 1.30pm	Mr. Wissam Zaarour, President, Council of Byblos, “Alphabet Museum”
1.30- 1.40pm	Q&A moderated by Dr. Rachid chamoun
1: 40 – 2.40 pm	Reception in the outdoor area
2:40 – 4:30pm	Visit Byblos Heritage Site and LAU-LCF foundation Led by Prof. Antoine Lahoud
4.30pm	<b>Visit by the Wine Route to Monastery Saint Maroun Annaya.</b> Welcome Note by Father Naamtallah Hashem , President of Maronite Order Director General of the Ministry of Agriculture, Mr Loius Lahoud Minister of Tourism, Eng. Walid Nassar Lebanese PM Mr. Najib Mikati Dinner

**DAY 3. Friday April 22, 2022, Launch of the Phoenician Museum  
Municipality Of Jounieh: Starts at 9.50am**

9.50am	Opening Session, Master of Ceremony. Mrs. Elissar Baalbaky, President of the Lebanese Tour Guide Syndicates.
10.00 – 10.10 am	Welcome Address: Juan Hobeich, President of the Council of Jounieh
10.10 – 11.00 am	Officials greetings Dr. Michel Mawad President, Lebanese American University Minister of Agriculture, Dr Abbas Hajj Hasan Minister of Culture, Judge Mohammad Mortada Minister of Tourism Eng. Walid Nassar
11.00- 11.10	<b>Short film on Jounieh</b>

- 11.10 – 12.00 pm Institutional greetings
- 11.10 – 11.20 am Mr Zafer Chaoui , president of the national institute of Vine and wine
- 11.20 – 11.30 am Mrs. Emanuela Panke, President, Iter Vitis vine Route
- 11.30 – 11.40 am Dr. Christiane Assaf National association for Lebanese olive and olive oil
- 11.40 - 11.50 am Dr. Marinella KATSILIERI, Secretary General of the Board of Directors, The Routes of the Olive Tree
- 11.50- 12.15pm Dr.Rachid Chamoun, Honorary President of the Phoenicians' Route  
Smart ways Lebanon by the Phoenicians' Route
- 12.15- 12.25pm Q&A moderated by Dr. Rachid Chamoun
- 12.25-12.35pm Coffee break
- 12.35- 12.45pm Walk in the old souk to the New Phoenician Museum
- 1.10- 3.00 pm Exhibition and Reception at the Museum
- 3.00pm **Field Trips to North Lebanon**  
Visit by the Wine Route and the route of the Olive Tree  
**Bchaaleh, Kfiffan, and Ixsir Winery.**

#### **Day 4. Saturday Morning April 23. Bkassine, South Lebanon**

##### **Bkassine / Best Tourism Villages Festive Ceremony**

- Welcome note by Mr. Habib Hares, president of the council of Bkassine
- Dr. Stefano Dominioni, Executive Director, E I C R, Council of Europe
- Minister of Tourism Eng. Walid Nassar

UNWTO announced in Madrid , Spain, on December 2021 as a pilot project, the Best Tourism Villages by UNWTO, recognizing Bkassine village and 43 other villages from 32 countries, as best examples of rural communities that embraced tourism to provide opportunities and drive sustainable development.

The Municipality of Bkassine with the collaboration of the Ministry of Tourism will celebrate this achievement within a special journey in the village \*Bkassine / Best Tourism Villages Festive Ceremony\*

Scheduled on Saturday April 23rd 2022, consisting of various activities among them:

- Promotion and support of competitive, sustainable, and innovative products and experiences that foster the integration of tourism with other sectors enhancing its value chain.
- Installation of Land Art created from natural materials collected from the forest environment with the participation of university students.
- Interactions and testimonials from our partners including Lebanon Mountain Trail, Lebanese Reforestation Initiative, ...Allocation of presence booths for regional handcrafters and agri-food stakeholders, giving them the opportunity to expose their products, exchange their experience and form new connections.

- Exposition of watercolor paintings in collaboration with the Lebanese Artists Association - Painters and Sculptors.

**Day 4. Saturday afternoon April 23. West Bekaa by the Wine Route :**

Saint Thomas , Cave Kouroum, Kefrayya and Ksaara

**Sunday April 24 departures**

**RSVP by Monday, April 18, 2022**

**Those who may wish to participate to the field trips, kindly confirm by Friday April 15**

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