

Predsedovanje EU bo odlična promocija

*Predsedovanje Slovenije
Evropski uniji se hitro približuje. Za bralce revije Kongres želimo preveriti, kako se na predsedovanje pripravlja Protokol Republike Slovenije. O poteku priprav smo se pogovarjali s Ksenijo Benedetti, šefinjo protokola RS.*

Kako potekajo priprave na slovensko predsedovanje v Protokolu RS in kakšna ekipa sodeluje pri projektu?

Priprave na slovensko predsedovanje v Protokolu Republike Slovenije potekajo že od leta 2005; zdaj, tik pred predsedovanjem, so v zaključni fazi in postopoma se že prehaja v izvedbeni del. Pri projektu priprav in izvedbe z logističnega vidika sodelujejo vsi naši zaposleni (40), vsak s svojim področjem dela.

S kakšnimi težavami se soočate pri načrtovanju aktivnosti?

Težave oziroma izzivi so povezani predvsem s trajanjem izvedbe celotnega projekta (šest mesecev), ki je najdaljši v slovenski zgodovini, in seveda posledično s kvantitativnimi zalogaji, ki jih tak projekt prinaša – poskrbeti bo potrebno za približno 20 tisoč ljudi, ki se bodo udeležili dogodkov predsedovanja v Sloveniji na različnih ravneh. Pri tem ne gre pozabiti, da bodo seveda redne dejavnosti naše države nemoteno potekale tudi v prvi polovici leta 2008, kar za Protokol Republike Slovenije seveda pomeni veliko dodatne obremenitve.

Kako ocenujete aktualno predsedovanje sedanje predsedujoče Portugalske?

To je težko oceniti, preden se njihovo predsedovanje dejansko ne zaključi, zaenkrat je mogoče reči le, da so z vsebinskega vidika dosegli veliko in da bo zadnji Lisbonski dogovor gotovo pustil zgodovinski pečat njihovega predsedovanja.

Ali bo Slovenija do začetka prvih uradnih srečanj lahko zagotovila ustrezne protokolarne objekte?

Po sedanjem koledarju da.

Kaj za slovenski kongresni turizem pomeni predsedovanje Evropski uniji?

Trenutno je slišati veliko tarnanja na račun tega, da na splošno nastanitvene zmogljivosti ne zadoščajo kongresnemu potencialu Slovenije – nekateri so to celo povezali z nastanitvami dogodkov predsedovanja. Vendar je tu potrebno pogledati in razumeti širšo sliko: 20 tisoč ljudi bo spoznalo slovenske hotele, ki imajo večinoma tudi kongresno ponudbo. Boljšo promocijo bi že skoraj težko zagotovili. Verjamem, da bodo dogodki predsedovanja, ki se bodo odvijali v Sloveniji, na dolgi rok odprli marsikatera vrata za slovenski kongresni turizem.

Kakšne direktnе učinke lahko po vašem mnenju pričakujemo ponudniki kongresnih storitev?

O direktnih učinkih je težko govoriti, to bodo znali bolje oceniti sami ponudniki kongresnih storitev že v času predsedovanja.

Kakšna bo vloga prestolnice v okviru predsedovanja?

Ljubljana bo v prvi polovici leta 2008 pravzaprav tudi prestolnica Evropske unije.

Ali so poleg uradnih dogodkov na protokolarnem objektu Brdo že znani kakšni večji spremiševalni dogodki v Ljubljani in v ostalih kongresnih središčih Slovenije?

Da, nekateri večji spremiševalni dogodki v Sloveniji, ki niso del uradnega koledarja predsedovanja Slovenije Svetu EU, so že identificirani. Nosilci oziroma gostitelji so v večini primerov ministrstva, izvedeni pa bodo tako v Ljubljani kot v nekaterih drugih mestih (Portorož, Bled, Maribor).



Ksenija Benedetti (Foto: Agencija Bobo)

The EU Presidency set to be outstanding promotional Tool

Slovenia's EU Presidency is fast approaching. We'd like to give readers of Kongres magazine an insight into how the Government Protocol Office is getting ready for it. To that end we had a chat with Ksenija Benedetti, Head of the Protocol Office.

tation project demands the active participation of all 40 of our staff, each with their own working area.

What kind of problems do you have to deal with while planning these activities?

Above all, the problems or challenges are related to the 6-month length of the Presidency, making it the longest such project in Slovenian history so far, and of course with the numbers in such a project – we will have to take care of approximately 20,000 people who will take part in events during our EU Presidency at various levels. And we must bear in mind that all our country's regular activities will also have to continue without disruption in the first half of 2008, which will mean an additional burden for the Government's Protocol Office.

What's your assessment of Portugal's EU Presidency, which is going on at the moment?

It's hard to say before their Presidency has actually finished; for the time being, I can only say that they've achieved a great deal from the content point of view, and the Treaty of Lisbon will leave a historical mark on their Presidency.

Will Slovenia be able to provide appropriate protocol facilities by the beginning of the first official meetings?

According to the schedule so far, yes.

What does the EU Presidency mean for Slovenian congress tourism?

Many comments have been made about how accommodation facilities in general are insufficient for Slovenia's congress potential – some people have even linked these comments to the accommodation facilities for events connected to our Presidency. But we need to see and understand the bigger picture – 20,000 people will get to know Slovenian hotels which, in most cases, offer congress services as well. We simply cannot think of a better promotion. I think that the events that take place in Slovenia during the Presidency are going to open many doors for Slovenian congress tourism in the long term.

In your opinion, what kind of direct effects can congress service providers expect?

It's hard to say now, but the service providers themselves will be able to assess the effects during the Presidency.

How are the preparations for Slovenia's EU Presidency going at the Protocol Office of the Republic of Slovenia, and what kind of team is working on the project?

The Government's Protocol Office has been working on preparations for Slovenia's EU Presidency since 2005; now, with the Presidency approaching, we're in the last phase and are gradually moving towards the execution phase. From a logistical point of view, the preparation and implemen-

What will be the role of the capital city within the framework of the Presidency?

In the first half of 2008, Ljubljana will actually be the capital city of the EU.

Apart from official events at the Brdo estate, have plans for any major accompanying events in Ljubljana and other congress centres in Slovenia been made?

Yes, some major accompanying events, which are not a part of the official agenda of the Slovenia's EU Presidency, are already planned around Slovenia. In most cases, these events are being organised or hosted by our ministries and will take place in Ljubljana as well as in other locations such as Portorož, Bled and Maribor.