AGENDA
Registration

Inauguration

- Juan Verde, President of The Advanced Leadership Foundation
- José Luis Bonet, President of the Incyde Foundation of the Chambers of Commerce of Spain
- Jaume Collboni, Deputy Mayor Barcelona City Council
- Roger Torrent, Councillor of Enterprise and Employment, Generalitat de Catalunya
- María Reyes Maroto Illera, Minister of Industry, Commerce and Tourism of Spain (Virtual)
- Zurab Pololikashvili, Secretary-General, UNWTO

10:00 - 11:30

UNWTO Ministerial Debate

- Key Note by Zurab Pololikashvili, Secretary-General, UNWTO
- Key Note by Juan Carlos Salazar, Secretary-General, ICAO (video)
- Ministerial Debate: The Future of Tourism for People, Planet and Prosperity
- Moderator: Damon Embling (Euronews)

11:30 - 12:15

Towards NetZero Tourism for Planet regeneration: High Level Roundtable

- Iván Eskildsen, Minister of Tourism, Panama Tourism Authority
- Javier Manzanares, Deputy Executive Director, Green Climate Fund
- Frédéric Degret, Founder, NOAH ReGen
- Alex Hadzhiivanov, Associated Director, Green Economy, EBRD
- Leopoldo Arnaiz, President of the Advisory Council, FLACMA
- Moderator: Zoritsa Urosevic, Executive Director, UNWTO

12:15 - 12:30

Press Moments
Hydration and Gourmet Coffee break

12:30 - 12:35

PITCHING AN EXAMPLE: Introducing CLIMATE TRADE by Francisco Benedito
12:35 - 13:10

**Funding the Future of Tourism: High level Debate**

- Zurab Pololikashvili, Secretary-General, UNWTO
- Mauricio Claver-Carone, President, Inter-American Development Bank (IADB)
- Rebeca Grynspan, Secretary-General, UNCTAD
- Moderator: Juan Verde, President, Advanced Leadership Foundation

13:10 - 13:30

**FIRECHAT with Tony Wheeler, Lonely Planet Co-founder:**

“In Defense of Tourism”

A conversation on the future of travel, moderated by Rajan Datar (BBC)

**Allocation to Roundtables including transfers to TV Studio**

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**Salón de Contrataciones**

1 - “The challenges of the recovery of tourism and the Next Generation EU Funds” by BANCO SANTANDER

- Nicolás Villalobos Mestres, General Director, be Cordial Hotels & Resort
- Eduard Torres, President, Executive Committee, Consorcio Turismo de Barcelona and Founder & CEO, Grupo Duquesa Hoteles
- Eduardo Farriol, President, Spanish Federation of Hospitality and Tourism of Tarragona
- Moderator: Antonio Román, Director of Corporate and Commercial Banking - Santander Spain

**Salón Dorado**

2 – Confidence, safety and sustainability. The role of food in tourism.

- María Neira, Director Department of Environment, Climate Change and Health World Health Organization
- José Luis Bonet, President of INCYDE Foundation and the President of the Chambers of Commerce of Spain
- Michele Filippo Fontefrancesco, Associate Professor of Cultural Anthropology, University of Gastronomic Sciences, Italy
- Jordi Valls, Managing Director of MERCABARNA
- George N. Zaimes, Deputy Chair, UNESCO Chair in Conservation and Ecotourism, Greece
- Carmen María Ramos, Director, UNESCO Chair in Cultural Tourism, Argentina.
- Moderator: Yvonne Colomer, Executive Director, Triptolemos Foundation

**Plató RTVE**

3 – The Role of innovation and technology to stimulate demand and markets

- Carlos Sánchez, co-founder, Mystreebook
- Pere Rubies, CEO, GrowProExperience
- Iñaki Arredondo, CEO and co-founder, MadPixel
- Juan Vicen, CMO and co-founder, Zeleros Hyperloop
- Pablo Lopez, CEO and co-founder, MUST Travel & Tech
- Octavi Uyà, Co-founder & CEO, Nautal
- Moderator: Natalia Bayona - Director, Innovation, Education and Investments, UNWTO.
4 - Tourism for the Empowerment of Communities, generating Non-carbon Benefits

- Iván Eskildsen, Minister of Tourism of Panamá
- Claus Kjaerby, COO Geoversity, NGO/Expert on UNFCCC Non-carbon Benefits
- Praveen Moman, Founder, Volcanoes Safaris
- David Hernández, Founder & CEO, Pangea Travel Store
- Moderator: Virginia Trapa, Program Officer, Sustainable Development of Tourism, UNWTO

5 - Greening cities and Urban Tourism

- Rafael Vera Castillo, Mayor of Vicuña, Chile
- Alina Arutyunova, Vice President, Moscow City Tourism Committee
- Moisés Jorge Naranjo, General Director, A Coruña Tourism and Congress Consortium
- Ángel Díaz, Board Member, Responsible Tourism Institute
- Marian Muro, Director General, Barcelona Tourism
- Moderator: Sandra Carvao, Chief, Market Intelligence and Competitiveness, UNWTO

6 – Digitalization & Smart Destinations

- Eduard Torres, President, Executive Committee, Consorcio Turismo de Barcelona
- Yaiza Castillo Herrera, Counsellor of Tourism, Canarias
- José María Román: First Vice President, Deputation of Cádiz
- Cosme García Falcón, Director Manager, Gran Canaria Economic Promotion Society (SPEGC)
- María Abellanet, CEO, CETT-UB
- Jesús García de Cos, Vice Counsellor of Tourism and Commerce Basque Country
- Moderator: Natalia Bayona, Director, Innovation, Education and Investments, UNWTO

Firechat with Alexandra Cousteau and Rosalia Arteaga – “ Recovering the oceans”
Moderator: Jorge Brown
7 – The Global commitment to responsible tourism

- Lluís Prats, Director of Instituto de Investigación de Turismo, Universidad de Girona
- Fernando Olivera, Secretary of Tourism Tamaulipas
- Rafa Serra, Founder, Temps d’Oci Viatges
- Abigail Garrido, Councillor, Public Space & Urban Development, Saint Pere de Ribes
- Marian Muro, Director General, Barcelona Tourism
- Ana Otero, Universitat de Girona
- Moderator: Marta Domènech, General Director of Tourism, Generalitat de Catalunya

8 - Strategies towards a sustainable tourism.

- Mossadeck Bally, Founder, AZALAI Hotels Group
- Rafael Rodríguez Tomás, Associated Director, Horizons Bleus Travel
- Mateu Hernández, CEO Barcelona Global
- Alejandro Ramírez, Counsellor, Ceuta Tourism
- Luis Martín Izquierdo, Director de Turismo de la CCAA de Madrid
- José Segura Clavell, Managing Director, Casa África
- Elena Navarro, Director of Tourism, Municipality of Palma
- Moderator: Alessandra Priante, Director, Department for Europe, UNWTO

9 - Consumer rights and the protection of tourists

- Pieter Louw Co-founder, Nexplain
- Alicia Gómez, Legal Counsel, UNWTO
- Daniela Otero, CEO Skål International
- Jacobo Díaz Polo, QUIRON salud INVERENCE
- Miguel Mirones, President, Spanish Institute for Tourism Quality ICTE
- Moderator: Pedro Mondelo, President, ORP Foundation

PARALLEL SESSIONS

17:00-18:00

- 7 – The Global commitment to responsible tourism
- 8 - Strategies towards a sustainable tourism.
- 9 - Consumer rights and the protection of tourists

Plató RTVE

The Future of Travel: Civil Aviation
Evening talk – Main Stage

18:00 – 18:40

- Juan Cierco, Corporate Director Iberia
- Calum Laming, Chief Customer Officer, Vueling
- Sonia Corrochano, Director, Josep Tarradellas Barcelona - El Prat Airport
- Moderator: Jorge Brown, Vice President Advanced Leadership Foundation

20:30 WELCOME COCKTAIL FOR SPEAKERS
10 – Investing in people & attracting talent in the tourism industry

- Benoît-Etienne Domenget, CEO, Sommet Education
-José Luis Mendoza, Director General for Institutional Relations, UCAM
-Max Trejo, Secretary General, World Youth Organization
-Eva Menor Cantador, President Delegate, Department for Economic Development, Tourism and Trade, Barcelona Provincial Council
-Almudena Maillo, Councillor, Madrid City Hall
-Moderator: Anna Balletbó Puig, Renfe Viajeros Board of Directors

11 - How is accommodation evolving to attract tourists?

- Jaime Herrero, CEO, Cats Hostels
-Brianda Lopez, CEO, Hostelling International
-Patrick Grasso, Partner, NIPA Capital
-José Juanpere, Co-Founder GCA Architects.
-Moderator: Bruno Hallé, Partner Co-head of Hospitality Spain, Cushman & Wakefield, Spain

12 - Are we doing enough to make tourism accessible for everyone?

- Isabel Novoa, President, International Social Tourism Organisation (ISTO)
-Diego Javier González, President, Iberoamerican Network of Accessible Tourism
-Maximiliano Mauvecin, Secretary-General FEDESUD
-José Luis Borau Jordán, Fundación ONCE
-Moderator: Salvador Antón, Professor, Rovira i Virgili University and Eurecat.

A chat between Luis Rojas Marcos, Salvador Illa and José Luis Bonet – “Benefits of tourism for health and psychosocial well-being” moderated by João Maia Abreu

UNWTO Hospitality Challenges Awards- Zurab Pololikashvili, UNWTO, Benoît-Etienne Domenget, CEO Sommet Education. Moderator: Natalia Bayona (UNWTO)
13 - How does culture contribute in generating unique experiences?

- Ernesto Ottone, Assistant Director-General for Culture, UNESCO
- Miguel Sanz, Director, Turespaña
- Xavier Marcé, Counsellor of Tourism & Creative Industries, Barcelona City Hall.
- Marcos Ortuño, Presidency Advisor, Tourism & Sports, Murcia Region
- Rosa Sánchez Jiménez, Teniente Alcalde Delegada de Turismo, Promoción de la Ciudad y Captación de Inversiones de Málaga.
- Moderator: Isabel Oliver, Advisor to the Secretary-General, UNWTO
- Closure by: Manuel Alejandro Cardenete, President NECSTouR

14 – The overall tourist experience

- Antonio García Cruz, CEO, Pecunia Cards
- Jorge Schoenenberger, CEO, Travel Group El Corte Inglés
- Alvaro Garnica, CEO Trabitat
- Carmen Alonso, Head of Business Development for South Europe, VISA
- Sandra García-Sanjuan, Founder, Starlite
- Yang ShengLiang, Deputy Head, UnionPay International
- Jaime Alberto Cabal, President, Fenalco
- Moderator: Francisco Quintana, Vice President, Council of the Judiciary, Buenos Aires

15 – Unlocking the Impact of country branding & strategic communication on destinations

- Isabel Roig, Director, Barcelona Design Centre (BCD)
- Lluis Bassat, Founder, Princess of Girona Foundation
- Roberto Schaps, President, Relebrand, Florida.
- Moderator: Oriol Nolis, Director, RTVE Catalunya
“Promoting Tourism From a Business Perspective” - A chat with Bisila Bokoko with Ricardo Martinez Rico, Founder and President, Equipo Económico

“Barcelona Call-to-Action for the Future of Tourism”
Zurab Pololikashvilli, UNWTO Secretary General

A Conversation on Wine Tourism and Rural Development (Cajamar)

- Eduardo Baamonde, President of Cajamar Caja Rural
- José Luis Bonet, Honorary President of Freixenet
- Mauricio González-Gordon Byass, President, González Byass
- Sandra Carvao, Chief Market Intelligence and Competitiveness (UNWTO)
- Moderator: Raúl Compés, Editor of ‘Sustainable and innovative wine tourism. Successful models from around the world’.

A conversation with the presentation of Patricia Franco, Counsellor of Tourism of Castilla la Mancha, Asier Alea, Director of Global Development of the Basque Culinary Center & Enrique Perez, Chef at Restaurant Doncel Dieta Mediterránea
Moderated by: João Maia Abreu

Closing of The Future of Tourism Summit
Advanced Leadership Foundation
INCYDE
UNWTO
Diputación
Ayuntamiento
Cámara de Comercio de Barcelona

FAREWELL

Masters of Ceremonies:
- SALA DE CONTRATACIONES: João Maia Abreu
- SALON DORADO: Stephen John Howard
- PLATÓ RTVE: Marta Sugrañes

https://thefutureoftourism.org/