

BCN21

FUTURE OF TOURISM WORLD SUMMIT
BARCELONA 2021

• AGENDA •



8:30-9:30

Registration

9:30-10:00

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)

A Message on Space Tourism

11:30 -
12:15

Towards NetZero Tourism for Planet regeneration: High Level Roundtable

- **Iván Eskildsen**, Minister of Tourism, Panama Tourism Authority
- **Asad Riza**, Deputy Minister of Tourism, Maldives (TBC)
- **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**, Director, Institutional Relations and Partnerships Department, 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

Funding the Future of Tourism: High level Debate

12:35 -13:10

- **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

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
- **Moderator: Antonio Román**, General Manager, Companies and Institutions, Banco Santander

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

13:30-14:30

PARALLEL SESSIONS

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.

14:30-15:30

CREATIVE LUNCH

Salón de Contrataciones

4 - Tourism for the Empowerment of Communities, generating Non-Carbon Related 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 Hernandez**, Founder & CEO, Pangea Travel Store
- **Moderator: Virginia Trappa**, Program Officer, Sustainable Development of Tourism, UNWTO

Salón Dorado

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
- **Almudena Maillo**, Councillor, Madrid City Hall
- **Moderator: Sandra Carvao**, Chief, Market Intelligence and Competitiveness, UNWTO

Plató RTVE

6 – Digitalization & Smart Destinations

- **Eduard Torres**, President, Executive Committee, Consorcio Turismo de Barcelona
- **Yaiza Castilla 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

15:30-16:30

PARALLEL SESSIONS

16:30-17:00

Firechat with Alexandra Cousteau and Rosalia Arteaga – “Recovering the oceans”
Moderator: Jorge Brown

Salón de Contrataciones

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
- **Abigaïl Garrido**, Councillor, Public Space & Urban Development, Saint Pere de Ribes
- **Marian Muro**, Director General, Barcelona Tourism
- **Gisela Torrents Monegal**, OCA Global - University of Edinburgh
- **Moderator: Marta Domènech**, General Director of Tourism, Generalitat de Catalunya

17:00-18:00

PARALLEL SESSIONS

Salón Dorado

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 Ramirez**, Counsellor, Ceuta Tourism
- Comunidad 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

Plató RTVE

9 - Consumer rights and the protection of tourists

- **Pieter Louw** Co-founder, Nexplain
- **Alicia Gómez**, Legal Counsel, UNWTO
- **Daniela Otero**, CEO Skål International
- **José Almagro**, QUIRÓN Salud
- **Miguel Mirones**, President, Spanish Institute for Tourism Quality ICTE
- **Moderator: Pedro Mondelo**, President, ORP Foundation

18:00 –
18:40

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

- **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

Salón de Contrataciones

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
- **Moderator: Anna Balletbó Puig**, journalist

Salón Dorado

9:30 -10:30

PARALLEL
SESSIONS

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

Plató RTVE

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 Martínez Donoso**, General Director, Fundación ONCE
- **Moderator: Salvador Antón**, Professor, Rovira i Virgili University and Eurecat.

10:30-11:00

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

11:00-11:15

UNWTO Hospitality Challenges Awards- Zurab Pololikashvili, UNWTO, Benoît-Etienne Domenget, CEO Sommet Education, Virginie Morgon, CEO, Eurazeo
Moderator: Natalia Bayona (UNWTO)

11:15-11:20

PITCHING AN EXAMPLE: Introducing MUST Travel & Tech – the city of Barcelona by Pablo Lopez.

Salón de Contrataciones

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**, Deputy Mayor of Tourism, City Promotion and Local and Foreign Investments, Málaga
- **Moderator: Isabel Oliver**, Advisor to the Secretary-General, UNWTO
- **Closure by: Manuel Alejandro Cardenete**, President NECSTouR

Salón Dorado

11:20-12:20

PARALLEL SESSIONS

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

Plató RTVE

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

- **Isabel Roig**, Director, Barcelona Design Centre (BCD)
- **Lluís Bassat**, Founder, Princess of Girona Foundation
- **Roberto Schaps**, President, Relebrand, Florida.
- **Moderator: Oriol Nolis**, Director, RTVE Catalunya

12:20- 12:30

Hydration Pause and Gourmet Coffee break

12:30- 13:00	“Promoting Tourism From a Business Perspective” - A chat with Bisila Bokoko with Ricardo Martinez Rico, Founder and President, Equipo Económico
13:00-13:05	<u>“Barcelona Call-to-Action for the Future of Tourism”</u> Zurab Pololikashvili, UNWTO Secretary General
13:10-14:00	<p>A Conversation on Wine Tourism and Rural Development (Cajamar)</p> <ul style="list-style-type: none"> • 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'.
14:00- 14:20	<p>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</p> <p>Moderated by: João Abreu</p>
14:20-14:30	<p>Closing of The Future of Tourism Summit</p> <p>Advanced Leadership Foundation INCYDE UNWTO Diputación Ayuntamiento Cámara de Comercio de Barcelona</p>
14:30	FAREWELL

Masters of Ceremonies:

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



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