

**High-Level Summit on Innovation and
Sustainable Development in Tourism
Saint Petersburg, Russian Federation**

PROVISIONAL PROGRAMME

Thursday, 12 September, 2019

Master of Ceremonies: *Ms. Courtney Fingar, Editor-in-chief, fDi Magazine,
Financial Times Group*

15:00 – 15:05 Opening Ceremony

Mr. Herman Gref, CEO, Chairman of the Executive Board
of Sberbank

**15:05 – 15:15 Speaking slot on Innovation: From Policy Design to
Implementation**

Mr. Hassan Al Ibrahim, Assistant Secretary General,
Qatar National Tourism Council

**15:15 – 15:20 Announcement of WTFL Matchmaking Platform in
Collaboration with UNWTO**

Prof. Martin Barth, President and CEO, World Tourism
Forum Lucerne

15:20 – 15:25 Presentation: UNWTO Online Innovation Hub

Ms. Natalia Bayona, Senior Expert, Innovation & Digital
Transformation, UNWTO

**15:25 – 16:00 Scaling up Towards a More Sustainable Future - Startup
Panel**

Moderator: Ms. Natalia Bayona, Senior Expert, Innovation & Digital
Transformation, UNWTO

- Mr. Ahmed Yehia, Founder & CEO, Eco Nubia
- Ms. Codou Olivia Ndiaye, Co-Founder, Lives Senegal
- Mr. David Gonahasa, Managing Director, Roundbob
- Mr. Itai Marcipar, CEO & Co-Founder, Pruvo
- Mr. James Figueroa, CEO, GDX Travel
- Mr. John Rhee, Founder and Director General, DINIFY



	<ul style="list-style-type: none"> • Ms. Nancy Bautista Mudd, Co-Founder, Nenemi • Mr. Peter Mangan, Founder & CEO, Freebird Club • Mr. Xaver Lehmann, Founder & CEO, e-bot7 GmbH • Mr. Ziv Tirosh, Co-Founder & CEO, Refundit-Revolutionize Tax-Free Shopping
16:00 – 16:10	Announcement of 2nd UNWTO Tourism Startup Competition <ul style="list-style-type: none"> • Mr. Javier Hidalgo, CEO, Globalia • Mr. Zurab Pololikashvili, Secretary-General, UNWTO
16:10 – 16:15	Presentation from Wakalua Innovation Hub <ul style="list-style-type: none"> • Mr. Luis Ureta, Co-Director, Wakalua
16:15 – 16:25	Special Feature: Innovation for Social Impact on Accessible and Inclusive Tourism Ms. Michal Rimon, CEO, Access Israel
16:25 – 16:30	Setting the Scene – Tourism, Sustainability and Climate Change: Our Common Challenge Mr. Manuel Butler, Executive Director, UNWTO
16:30 – 16:40	Keynote Speech on <i>The Role of AI to address the Challenges of Climate Change</i> Ms. Fatma Bujasaim, Head of International Cooperation, UAE Artificial Intelligence Office
16:40 – 17:45	Panel Discussion on Sustainability, Climate Change and Innovation
Moderator:	Dr. Dirk Glaesser, Director, Sustainable Development of Tourism, UNWTO <ul style="list-style-type: none"> • Mr. Felix Eichhorn, President of AIDA Cruises • Mr. Adam M. Goldstein, Chair, Cruise Lines International Association • Mr. Jeff Engler, Chief Executive Officer, Wright Electric Inc. • Prof. Dr. Lučka Kajfež Bogataj, Head of the Centre for Agrometeorology & Professor of Climatology at University of Ljubljana Slovenia • Mr. Vyacheslav Fetisov, UNWTO Tourism Ambassador • Mr. Jun Takashina, Vice Commissioner, Japan Tourism Agency (JTA), Ministry of Land, Infrastructure, Transport and Tourism

17:45 – 17:55

Accelerating International Reach

**Mr. Philippe Bossanne, President, Founder & CEO,
Huttopia**

17:55 – 18:00

Closing Ceremony

- **Ms. Zarina Doguzova, Head of the Federal Agency for Tourism of the Russian Federation**
- **Mr. Zurab Pololikashvili, Secretary-General, UNWTO**