UNWTO Affiliate Members Corner: Unleashing the power of the private sector

Sustainability Room, Pavilion 10
15:00 – 18:00, 23 January 2020
IFEMA, Madrid, Spain

PROGRAMME

15:00 – 15:05 Welcoming remarks by María Valcarce, Director, FITUR

15:05 – 15:10 Opening remarks by Ion Vilcu Director, the UNWTO Affiliate Members Department

15:10 – 18:00 Presentations by the UNWTO Affiliate Members

- **Sustainable Development: Understanding the full picture**
  Presentation by Atrevia
  15:10 – 15:20

- **Smart tourism research and innovation lab**
  Presentation by Universidad Nebrija
  15:25 – 15:35

- **Mallorca, candidata a Observatorio Mundial de Turismo Sostenible**
  Presentation by Fundació Mallorca Turisme
  15:40 – 15:50

- **Sustainability focus for the tourism business model**
  Presentation by Consejo de promoción turística de Quintana Roo
  15:55 – 16:05

- **Educational beach cleaning with scholars and volunteers**
  Presentation by ADEAC FEE
  16:10 – 16:20
Empoderamiento de las mujeres
Presentation by Xcaret
16:25 – 16:35

Robotics, artificial intelligence and services automation (RAISA) in cultural tourism
Presentation by Universidad Complutense de Madrid
16:40 – 16:50

Una apuesta especializada por el turismo
Presentation by La Caixa Bank
16:55 – 17:05

Sustainable initiative in Seychelles
Presentation by Seychelles Sustainable Tourism Foundation (SSTF)
17:10 – 17:20

CONFERENCES & EVENTS

Feria Internacional ATLANTUR
Presentation by Institución Ferial de Canarias (INFECAR)
17:25 – 17:35

Presentation of planned conference April 2020
Presentation by Union of Chambers and Commodity Exchanges of Turkey (TOBB)
17:40 – 17:50

17:50 – 18:00 Closing Remarks