

## Final of the 2<sup>ND</sup> Global UNWTO Tourism Startup Competition

**Barrabés Growth Space**  
Calle de Méndez Álvaro, 9, Madrid, Spain

### Preliminary Programme\* (Public Draft)

#### Monday 20th January

09:00-10:00	Accreditation
10:00 – 11:00	UNWTO News conference
11:10 – 11:15	Opening Ceremony <i>Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO)</i> <i>Javier Hidalgo, CEO, Globalia</i>
11:15 – 11:20	Experience and impact of the Startup Competitions <i>1<sup>ST</sup> UNWTO Global Startup Competition winner - Refundit</i>
11:20 – 11:50	Start-up Pitches <i>Smart Mobility: Eccocar, Zeleros</i> <i>Disruptive Hospitality: Hackpacking, Questo</i>
11:50 – 12:00	One product, one chef, one origin <i>Hernan Manson, Senior Officer Sector &amp; Enterprise Competitiveness, International Trade Centre (ITC)</i>
12:00 – 12:30	Start-up Pitches <i>Innovative Tourism Solutions: HiJiffy, LUGGit</i>

**World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations**

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*Deep Tech: location and geolocation data: Klustera, TravelX*

- 12:30 – 12:45      **Presentation of the UNWTO Tourism Data Dashboard**  
*Sandra Carvão, Chief, Tourism Market Intelligence and Competitiveness, UNWTO followed by a conversation with Elena Gil, Global Big Data Director at Telefónica and CEO of LUCA*  
*Exchange of agreement between Telefonica and UNWTO on the UNWTO Tourism Data Dashboard*
- 12:45 – 13:15      **Start-up Pitches**  
*Rural Development: i-likelocal, Rutopia*  
*Smart Destinations: Road.Travel, Visualfy*
- 13:15 – 13:25      **Harnessing innovation and sustainability through effective partnerships, a focus on rural tourism**  
*María Claudia Lacouture, Director of the American Chamber of Colombia (AmCham) and Former Minister of Commerce and Tourism of Colombia*
- 13:25 – 13:55      **Startup pitches: UNWTO Special Award for Sustainability**  
*Adventure Junky, La Voyageuse, Live Electric Tours, Pikala*
- 13:55 – 14:35      **Panel session with the Competition Boosters: importance of open innovation**  
Introduction by Miguel Arias, Global Entrepreneurship Director, Telefónica  
*Moderator: Sergio Guerreiro, Senior Director of Knowledge Management & Innovation, Turismo de Portugal*  
*Panelists: Raquel Rodrigo, Innovation Partnerships, Amadeus, Miguel Arias, Global Entrepreneurship Director, Telefónica*  
*Mayte Vañó Sempere, Communications Director Distrito Digital*  
*Lisandro Menu, General Director of International Expansion, Globalia*  
*Julie Moorehouse, Director Market and New concepts, Intu Costa del Sol*
- 14:35 – 14:45      **Best Practices: from the countryside to the tourism sphere**  
*Ricardo Oteros, General Director, Supracafé*
- 14:45 – 15:10      **Presentations by Startups from partner initiatives**  
*Presentation of the IE Africa Center Scholarship*

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*Presentation by the recipient of the IE Foundation's Africa Center scholarship for social impact initiatives: Sun Cycles Namibia and Enjoy Agriculture Senegal*

*Presentation by the winner of the Tourism Travel Tech for Good Accelerator – Halla Travel*

*Presentation by Travexy on accessible travel*

15:05 – 15:10

**Special Announcement on Innovation in Brazil**

*Daniel Nepomuceno, Vice Minister of Tourism of Brazil*

15:15 – 15:20

**Remarks by Turismo de Portugal**

*Luís Araújo, President of Turismo de Portugal*

15:20 – 15:30

**Announcement of the winners of the 2nd Global UNWTO Tourism Startup Competition by category.**

**Deep Tech, rethinking location and geolocation:**

*tbc, Amadeus*

**Smart Mobility:**

*Miguel Arias, Global Entrepreneurship Director, Telefónica*

**Smart Destinations:**

*Rufino Selva, Deputy Director SPTCV, Distrito Digital Valencia*

**Disruptive Hospitality:**

*Julie Moorehouse, Director Market and New concepts, Intu Costa del Sol*

**Rural Development:**

*Javier Hidalgo, CEO, Globalia*

**Innovative tourism solutions:**

*Luís Araújo, President of Turismo de Portugal*

**Special award for sustainability:**

*Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO)*

**Scholarship awardees of the IE Africa Center:**

*Begoña Gómez, Director, Africa Center*

15:30 – 16:30

**Cocktail and presentation by participating chefs**

*Special degustation of the One Product, One Chef, One Origin initiative by chefs Mario Sandoval and Montserrat Abellá*

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