Final of the 2ND Global UNWTO Tourism Startup Competition

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

Preliminary Programme* (Public Draft)

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