

UNWTO Commission for the Middle East

Forty-sixth meeting

Virtual meeting, 6 July 2020, 10:00-13:00 (Madrid time)

CME/46/Prov.Ag.

Madrid, July 2020

Original: English

PROVISIONAL AGENDA

- 10:00 – 10:05 **Adoption of the Agenda**
- 10:05 - 10:15 **Communication of Saudi Arabia (host country of the 46th CME)**
H.E. Mr. Ahmed bin Aqil Al Khateeb, Minister of Tourism
- 10:15 – 10:25 **Communication of the CME Chairman (UAE)**
H.E. Mr. Mohammad K. Al Mheiri, Undersecretary and Minister's Advisor for Tourism Affairs, Ministry of Economy
- 10:25 – 10:55 **Report of the Secretary-General and Regional Activities: UNWTO COVID-19 Initiatives**
H.E. Zurab Pololikashvili, UNWTO Secretary-General
Ms. Basmah Al-Mayman, Regional Director for the Middle East
- 10:55 – 11:05 **International protection of tourists: rebuilding consumer's confidence**
Ms. Alicia Gomez, Legal Counsel
- 11:05 - 12:05 **Interventions by CME Ministers** (5mn per intervention)
- 12:05 – 12:15 **Report of the Vice-Chair of the Board of Affiliate Members**
Prof. Donald Howkins, AMs Vice-Chair (USA, George Washington University)
- 12:15 – 12:25 **Green Investments: our vehicle to recover tourism**
Ms. Natalia Bayona, Senior Expert on Innovation and Digital Transformation
- 12:25 – 12:35 **Key-note Speaker – Innovation and Digital Transformation**
Dr. Ralph de la Torre, Steward's Executive Chairman
- 12:35 – 12:45 **Innovation for investment and entrepreneurship in Middle East**
Mr. Ramez El-Serafy, CEO, Flat6labs
- 12:45 – 12:50 **Venue and date of the Forty-seventh meeting of the Commission**
- 12:50 – 13:00 **Closing Remarks**
H.E. Mr. Mohammad K. Al Mheiri, Minister's Advisor for Tourism Affairs, Ministry of Economy
H.E. Zurab Pololikashvili, UNWTO Secretary-General

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