Programme Tourism Investment Forum

Thursday, 17 September 2020

10:00 – 10:10 Opening:

Natela Turnava, Minister of Economy and Sustainable Development of Georgia
Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO)

10:10 – 10:40 Keynote: Innovation and Sustainability as the New Normal
Natalia Bayona, Director of Innovation, Digital Transformation and Investments (UNWTO)

10:40 – 11:10 Panel Discussion: Key insights from Tourism Sustainable Investments
Chair: Nicola Villa, Senior Vice-President, Strategic Growth Mastercard

• (Video) Alzbeta Klein, Director and Global Head of Climate Business, International Financial Corporation – IFC
• Arlette Soudan-Nonault, Minister of Tourism and Environment of Republic of Congo
• (Video) Irene Arias Hofman, CEO IDB Lab, Inter-American Development Bank Group
• Pedro Rodriguez, President Sierra Blanca Estates
• Luis Rodriguez, Executive Director Sierra Blanca Estates
• Pino Sagliocco, Chairman Live Nation España “When the music returns” (Interactive Presentation)

11:10 – 11:35 Session I: Case Studies for Tourism Recovery

• Presentation 2: Antonio Santos del Valle, Wanderlust Passport, S.L.
  World Tourism Identification Card: “an opportunity to safely re-open the tourism sector”
• Presentation 3: Lisandro Menu-Marque, Corporate Director for Institutional Development, Globalia
  How to recover tourism through rural development?

11:35 – 12:30 Session II: Emerging trends in Georgia post-COVID era

Chair: Mark T. McCord, Chief of Party, USAID Economic Security Program

• Mariam Kvrivishvili, Head, Georgian National Tourism Administration
• Vakhtang Butskhrikidze, CEO, TBC Bank
• EBRD/ World Bank (TBC)
• Irakli Kilauridze, Managing Director, Colliers International Georgia
• Valeri Chekheria, Chairman, Board of Directors, Adjara Group Holding