

Programme Tourism Investment Forum

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Madrid, 1 September 2020
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Thursday, 17 September 2020

10:00 – 10:10 Opening:

Natela Turnava, Minister of Economy and Sustainable Development of Georgia^[1]
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