



## 42<sup>nd</sup> UNWTO Affiliate Members Plenary Session

### PROGRAMME

#### Thursday, 5 November

15:00 - 16:00	Arrival of participants / Hotel Four Seasons Madrid Registration
16:00 - 19:45	<b>42<sup>nd</sup> UNWTO Affiliate Members Plenary Session</b> <i>Repositioning UNWTO Affiliate Membership to deliver on building a stronger Tourism sector</i>
Venue:	Hotel Four Seasons Madrid
16:00-16:30	<b>Opening Session of the Affiliate Members Plenary Session.</b> <ul style="list-style-type: none"> <li>• Mr. Zurab POLOLIKASHVILI, Secretary General, UNWTO</li> <li>• Ms. Reyes MAROTO, Minister of Industry, Commerce and Tourism of Spain</li> <li>• Mr. Jose Luis MARTINEZ – ALMEIDA, Maire of Madrid</li> <li>• Ms. Isabel Diaz AYUSO, President of Community of Madrid</li> </ul>
16:30 - 16:35	<b>End of opening session</b>
16:40	<b>Start of the 42<sup>nd</sup> Plenary Session</b> <ul style="list-style-type: none"> <li>• Mr. Zurab POLOLIKASHVILI, Secretary General, UNWTO</li> <li>• Ms. Ana LARRAÑAGA, President of the Board of the Affiliate Members</li> <li>• Mr. Ion VILCU, Director of Affiliate Members Department</li> <li>• Ms. Almudena MAILLO, Delegate Councilor for Tourism, City Council of Madrid</li> </ul>
16:45 - 17:00	<b>Activity report 2020</b> of the Affiliate Members Department <ul style="list-style-type: none"> <li>• Mr. Ion VILCU, Director of Affiliate Members Department</li> </ul>
17:00 -17:10	<b>UNWTO's proposal on the creation of an International Code for the Protection of Tourists</b> <ul style="list-style-type: none"> <li>• Ms. Alicia GÓMEZ, Director of the Legal Department</li> </ul>
17:15 - 18:00	<b>Contributions from Affiliate Members to the Programme of Work 2021 (I)</b> <i>Session for the presentation of proposals for PoW 2021 received from Affiliate Members</i>
Format	<i>In-person and virtual interventions (previously registered)</i>
18:00 - 18:15	<b>Coffee break</b>
18:15 . 19:30	<b>Contributions from Affiliate Members to the Programme of Work 2021 (II)</b> <i>Continuation of the session for the presentation of proposals for PoW 2021</i>

19:30 - 19:40	<b>Presentation of the draft of the Programme of Work 2021</b>
	<ul style="list-style-type: none"> <li>• Mr. Ion VILCU, Director of Affiliate Members Department</li> </ul>
19:40	<b>Announcement of the place and date of the 43<sup>rd</sup> UNWTO Affiliate Members Plenary Session</b>
	<ul style="list-style-type: none"> <li>• Intervention from HE Karima BENYAICH, Ambassador of Morocco to Spain</li> </ul>
19:45	<b>Closing remarks</b>
	<ul style="list-style-type: none"> <li>• Mr. Zurab POLOLIKASHVILI, Secretary General, UNWTO</li> <li>• Ms. Almudena MAILLO, Delegate Councilor for Tourism, City Council of Madrid</li> <li>• Sra. Ana LARRAÑAGA, President of the Board of the Affiliate Members</li> </ul>
20:00	<b>Official Welcome Dinner</b>
	Offered by the Government of the Community of Madrid
Venue	<i>La Real Academia de Bellas Artes de San Fernando (Address: Alcalá, 13)</i>

## Friday, 6 November

9:00 -10:00	Arrival of participants / Hotel Four Seasons Madrid Badge collection
10:00 -13:30	<b>Thematic Sessions:</b> <b>Recovering Tourism. Rebuilding Trust. Reinforcing Partnerships.</b>
Venue	Hotel Four Seasons
Format	In-person and virtual interventions
10:00 -10:20	<b>Opening Session</b>
	<ul style="list-style-type: none"> <li>• Mr. Zurab POLOLIKASHVILI, Secretary General UNWTO</li> <li>• Ms. Marta RIVERA de la CRUZ, Minister of Culture and Tourism, Government of the Community of Madrid</li> <li>• Ms. Almudena MAILLO, Delegate Councilor for Tourism, Madrid City Council</li> </ul>
10:20	<b>Time to act: the essential contribution from Affiliate Members to the efforts to face the COVID19 crisis</b>
	<ul style="list-style-type: none"> <li>• Mr. Ion VILCU, Director of Affiliate Members Department, UNWTO <i>“The contribution of the Affiliate Members to the efforts of the Organization to face the COVID19 crisis”</i></li> </ul>
10:30 - 11:30	<b>Session 1: Time to act: UNWTO, Governments and private sector’s coordinated response to the COVID19 crisis</b>
	<b>Moderator:</b> Ms. Alicia GÓMEZ – Legal Counsel, UNWTO
	<b>Speakers:</b>
	<ul style="list-style-type: none"> <li>• Mr. Suman BILLA, Director Technical Cooperation and Silk Road, UNWTO <i>“UNWTO’s response to COVID19: Tourism Recovery Technical Assistance Package”</i></li> <li>• Ms. Almudena MAILLO, Delegate Councilor for Tourism, Madrid City Council <i>“Innovation in urban centers as a measure of sustainability of tourist heritage”</i></li> <li>• Mr. Ignasi DE DELÀS, Deputy general manager, Turisme de Barcelona <i>“Barcelona, Resilient City: Commitment towards touristic sustainability”</i></li> <li>• Ms. Ana Isabel SAMPER, General Director of Tourism, Commerce and Crafts of Castilla-La Mancha <i>“The economic recovery of Castilla La Mancha in the field of tourism in the context of COVID-19 crisis”</i></li> </ul>

	<ul style="list-style-type: none"> <li>Panel discussion and Q&amp;A</li> </ul>
11:30 - 11:45	<b>Coffee break</b>
11:45 - 12:45	<p><b>Session 2: Roadmap to new business models: Affiliate Members' best practices (I)</b></p> <p><b>Moderator:</b> Ms. Daniela Otero, CEO Skal International</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Mr. Fabrizio ORLANDO, Global Industry Relations Associate Director, Tripadvisor <i>"Helping the travel industry recover by promoting tourism safety"</i></li> <li>Mr. Sebastian MIKOSZ, Senior Vice President of Member &amp; External Relations, IATA <i>"Restarting Air Travel, Current and Upcoming Challenges"</i></li> <li>Ms. Mar de MIGUEL COLOM, Secretary General, AEHM <i>"Role of hoteliers during the crisis and in the future economic recovery"</i></li> <li>Ms. Alejandra PARÍS GALLEGO, Senior Strategic Communication Consultant, ATREVIA <i>"Ubuntu: Africa invites you to live" A branding strategy to restart tourism in Africa"</i></li> <li>Ms. Lara DZABOLOVA, Director of NOSU Centre for Sustainable Development <i>"Supporting student involvement in tackling challenges and finding solutions for sustainable development"</i></li> <li>Panel discussion and Q&amp;A</li> </ul>
12:50 - 13:45	<p><b>Session 3: The 2030 Agenda, universal goals, practical solutions: AMs best practices (II)</b></p> <p><b>Moderator:</b> Mr. Patrick TORRENT, President, NECSTOUR</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Mr. Damiano ZAMANA, Operations Director, Fédération Internationale de Motocyclisme <i>Recovering tourism, Social Support: Riding for them</i></li> <li>Mr. Gerrit KRUGER, Managing Director, Chameleon Strategies <i>Balanced Tourism recovery via inclusive partnership frameworks</i></li> <li>Ms. Ekaterina PRONICHEVA, Head of the Committee for tourism, Moscow City Government <i>Digital Innovation in Tourism as the Basis for Industry Recovery. Moscow experience</i></li> <li>Mr. Gilberto SALCEDO, Vice-president, Tourism, ProColombia <i>Colombia Tourism Reactivation Plan</i></li> <li>Panel discussion and Q&amp;A</li> </ul>
13:45 - 14:00	<p><b>Closing remarks</b></p> <ul style="list-style-type: none"> <li>Mr. Zurab POLOLIKASHVILI, Secretary General UNWTO</li> <li>Mr. Eduardo DEHESA CONDE, Director General for Tourism, Community of Madrid de Madrid</li> <li>Ms. Almudena MAILLO, Delegate Councilor for Tourism, Madrid City Council</li> </ul>
14:00	<p><b>Networking lunch</b> offered by the Madrid City Council</p>
Venue:	<i>Posada de la Villa Restaurant (Address: Cava Baja, 9)</i>
20:00	<b>Distinction Awards Ceremony</b>

	to outstanding initiatives of Affiliate Members <b>Dinner</b>
<i>Venue:</i>	Hotel Four Seasons Madrid