Towards NetZero Tourism for Planet regeneration: High Level Roundtable

- Iván Eskildsen, Minister of Tourism, Panama Tourism Authority
- Asad Riza, Deputy Minister of Tourism, Maldives (TBC)
- Javier Manzanares, Deputy Executive Director, Green Climate Fund
- Frédéric Degret, Founder, NOAH ReGen
- Alex Hadzhiivanov, Associated Director, Green Economy, EBRD
- Leopoldo Arnaiz, President of the Advisory Council, FLACMA
- Moderator: Zoritsa Urosevic, Director, Institutional Relations and Partnerships Department, UNWTO

PITCHING AN EXAMPLE: Introducing CLIMATE TRADE by Francisco Benedito
1 - “The challenges of the recovery of tourism and the Next Generation EU Funds” by BANCO SANTANDER

- Nicolás Villalobos Mestres, General Director, be Cordial Hotels & Resort
- Eduard Torres, President, Executive Committee, Consorcio Turismo de Barcelona and Founder & CEO, Grupo Duquesa Hoteles
- **Moderator: Antonio Román**, General Manager, Companies and Institutions, Banco Santander

2 – Confidence, safety and sustainability. The role of food in tourism.

- María Neira, Director Department of Environment, Climate Change and Health World Health Organization
- José Luis Bonet, President of INCYDE Foundation and the President of the Chambers of Commerce of Spain
- Michele Filippo Fontefrancesco, Associate Professor of Cultural Anthropology, University of Gastronomic Sciences, Italy
- Jordi Valls, Managing Director of MERCABARNA
- George N. Zaimes, Deputy Chair, UNESCO Chair in Conservation and Ecotourism, Greece
- Carmen María Ramos, Director, UNESCO Chair in Cultural Tourism, Argentina.
- **Moderator: Yvonne Colomer**, Executive Director, Triptolemos Foundation

3 – The Role of innovation and technology to stimulate demand and markets

- Carlos Sánchez, co-founder, Mystreebook
- Pere Rubies, CEO, GrowProExperience
- Iñaki Arredondo, CEO and co-founder, MadPixel
- Juan Vicen, CMO and co-founder, Zeleros Hyperloop
- Pablo Lopez, CEO and co-founder, MUST Travel & Tech
- Octavi Uyà, Co-founder & CEO, Nautal
- **Moderator: Natalia Bayona** - Director, Innovation, Education and Investments, UNWTO.
4 - Tourism for the Empowerment of Communities, generating Non-Carbon Related Benefits

- Iván Eskildsen, Minister of Tourism of Panamá
- Claus Kjaerby, COO Geoversity, NGO/Expert on UNFCCC Non-carbon Benefits
- Praveen Moman, Founder, Volcanoes Safaris
- David Hernández, Founder & CEO, Pangea Travel Store
- Ángel Díaz, Board Member, Responsible Tourism Institute
- Moderator: Virginia Trappa, Program Officer, Sustainable Development of Tourism, UNWTO

5 - Greening cities and Urban Tourism

- Rafael Vera Castillo, Mayor of Viúña, Chile
- Alina Arutyunova, Vice President, Moscow City Tourism Committee
- Moisés Jorge Naranjo, General Director, A Coruña Tourism and Congress Consortium
- Marian Muro, Director General, Barcelona Tourism
- Almudena Maíllo, Councillor, Madrid City Hall
- Moderator: Sandra Carvao, Chief, Market Intelligence and Competitiveness, UNWTO

6 – Digitalization & Smart Destinations

- Eduard Torres, President, Executive Committee, Consorcio Turismo de Barcelona
- Yaiza Castilla Herrera, Counsellor of Tourism, Canarias
- José María Román: First Vice President, Deputation of Cádiz
- Cosme García Falcón, Director Manager, Gran Canaria Economic Promotion Society (SPEGC)
- María Abellanet, CEO, CETT-UB
- Jesús García de Cos, Vice Counsellor of Tourism and Commerce Basque Country
- Moderator: Natalia Bayona, Director, Innovation, Education and Investments, UNWTO

16:30-17:00

Firechat with Alexandra Cousteau and Rosalia Arteaga – “Recovering the oceans”
Moderator: Jorge Brown
7 – The Global commitment to responsible tourism

- **Lluís Prats**, Director of Instituto de Investigación de Turismo, Universidad de Girona
- **Fernando Olivera**, Secretary of Tourism Tamaulipas
- **Rafael Fernández**, Associated Director, Horizons Bleus Travel
- **Mateu Hernández**, CEO Barcelona Global
- **Alejandro Ramírez**, Counsellor, Ceuta Tourism
- **Francisco Benedito**, CEO, Climate Trade
- **Elena Navarro**, Director of Tourism, Municipality of Palma
- **Moderator: Marta Domènech**, General Director of Tourism, Generalitat de Catalunya

8 - Strategies towards a sustainable tourism.

- **Mossadeck Bally**, Founder, AZALAI Hotels Group
- **Rafael Rodríguez Tomás**, Associated Director, Horizons Bleus Travel
- **Mateu Hernández**, CEO Barcelona Global
- **Alejandro Ramírez**, Counsellor, Ceuta Tourism
- **Francisco Benedito**, CEO, Climate Trade
- **Elena Navarro**, Director of Tourism, Municipality of Palma
- **Moderator: Alessandra Priante**, Director, Department for Europe, UNWTO

9 - Consumer rights and the protection of tourists

- **Pieter Louw** Co-founder, Nexplain
- **Alicia Gómez**, Legal Counsel, UNWTO
- **Daniela Otero**, CEO Skál International
- **José Almagro**, QUIRÓN Salud
- **Miguel Mirones**, President, Spanish Institute for Tourism Quality ICTE
- **Moderator: Pedro Mondelo**, President, ORP Foundation

The Future of Travel: Civil Aviation
Evening talk – Main Stage

- **Juan Cierco**, Corporate Director Iberia
- **Calum Laming**, Chief Customer Officer, Vueling
- **Sonia Corrochano**, Director, Josep Tarradellas Barcelona - El Prat Airport
10 – Investing in people & attracting talent in the tourism industry

- Benoît-Etienne Domenget, CEO, Sommet Education
- José Luis Mendoza, Director General for Institutional Relations, UCAM
- Max Trejo, Secretary General, World Youth Organization
- Eva Menor Cantador, President Delegate, Department for Economic Development, Tourism and Trade, Barcelona Provincial Council
- Moderator: Anna Balletbó Puig, journalist

11 - How is accommodation evolving to attract tourists?

- Jaime Herrero, CEO, Cats Hosenatels
- Brianda Lopez, CEO, Hostelling International
- Patrick Grasso, Partner, NIPA Capital
- Moderator: Bruno Hallé, Partner Co-head of Hospitality Spain, Cushman & Wakefield, Spain

12 - Are we doing enough to make tourism accessible for everyone?

- Isabel Novoa, President, International Social Tourism Organisation (ISTO)
- Diego Javier González, President, Iberoamerican Network of Accessible Tourism
- Maximiliano Mauvecin, Secretary-General FEDESUD
- José Luis Martínez Donoso, General Director, Fundación ONCE
- Moderator: Salvador Antón, Professor, Rovira i Virgili University and Eurecat

A chat between Luis Rojas Marcos, Salvador Illa and José Luis Bonet – “Benefits of tourism for health and psychosocial well-being” moderated by Joao Abreu

UNWTO Hospitality Challenges Awards- Zurab Pololikashvili, UNWTO, Benoît-Etienne Domenget, CEO Sommet Education, Virginie Morgon, CEO, Eurazeo
Moderator: Natalia Bayona (UNWTO)
13 - How does culture contribute in generating unique experiences?
- **Ernesto Ottone**, Assistant Director-General for Culture, UNESCO
- **Miguel Sanz**, Director, Turespaña
- **Xavier Marcé**, Counsellor of Tourism & Creative Industries, Barcelona City Hall.
- **José Segura Clavell**, Managing Director, Casa África
- **Marcos Ortúñol**, Presidency Advisor, Tourism & Sports, Murcia Region
- **Rosa Sánchez Jiménez**, Deputy Mayor of Tourism, City Promotion and Local and Foreign Investments, Málaga
- **Moderator**: **Isabel Oliver**, Advisor to the Secretary-General, UNWTO
- **Closure by**: **Manuel Alejandro Cardenete**, President NECSTouR

14 – The overall tourist experience
- **Antonio García Cruz**, CEO, Pecunia Cards
- **Jorge Schoenenberger**, CEO, Travel Group El Corte Inglés
- **Alvaro Garnica**, CEO Trabitat
- **Carmen Alonso**, Head of Business Development for South Europe, VISA
- **Sandra García-Sanjuan**, Founder, Starlite
- **Yang ShengLiang**, Deputy Head, UnionPay International
- **Jaime Alberto Cabal**, President, Fenalco
- **Moderator**: **Francisco Quintana**, Vice President, Council of the Judiciary, Buenos Aires

15 – Unlocking the Impact of country branding & strategic communication on destinations
- **Isabel Roig**, Director, Barcelona Design Centre (BCD)
- **Lluis Bassat**, Founder, Princess of Girona Foundation
- **Roberto Schaps**, President, Relebrand, Florida
- **Moderator**: **Oriol Nolis**, Director, RTVE Catalunya

12:20-12:30  Hydration Pause and Gourmet Coffee break
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:30-13:00</td>
<td>“Promoting Tourism From a Business Perspective” - A chat with Bisila Bokoko</td>
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<td>13:00-13:05</td>
<td>“Barcelona Call-to-Action for the Future of Tourism”</td>
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<td>Zurab Pololikashvilli, UNWTO Secretary General</td>
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<td>13:10-14:00</td>
<td>A Conversation on Wine Tourism and Rural Development (Cajamar)</td>
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<td></td>
<td>• Eduardo Baamonde, President of Cajamar Caja Rural</td>
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<td>• José Luis Bonet, Honorary President of Freixenet</td>
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<td>• Mauricio González-Gordon Byass, President, González Byass</td>
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<td>• Sandra Carvao, Chief Market Intelligence and Competitiveness (UNWTO)</td>
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<td>• Moderator: Raúl Compés, Editor of ‘Sustainable and innovative wine tourism. Successful models from around the world’.</td>
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<td>14:00-14:20</td>
<td>A conversation with the presentation of Patricia Franco, Counsellor of Tourism of Castilla la Mancha, &amp; Asier Alea, Basque Culinary Center. Dieta Mediterránea</td>
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<td>Moderated by: João Abreu</td>
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<td>14:20-14:30</td>
<td>Closing of The Future of Tourism Summit</td>
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Masters of Ceremonies:

- **SALA DE CONTRATACIONES**: João Maia Abreu
- **SALON DORADO**: Stephen John Howard
- **PLATÓ RTVE**: Marta Sugrañes

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