



## UNWTO Thematic session

“Tourism Futures – New Governance and Advocacy” Jeddah,  
Kingdom of Saudi Arabia, 8 June 2022

8 June 2022	
10:00- 10:15	<p>Opening</p> <p>Zurab Pololikashvili, UNWTO Secretary General</p> <p>H.E. Mr. Ahmed bin Aqil Al Khateeb, Minister of Tourism Saudi Arabia</p>
SESSION 1: Towards a new governance in tourism: Lessons learned for a resilient future	
10:15 – 10:30	<p>Setting the scene, Zoritsa Urosevic, UNWTO Executive Director</p> <p>The pandemic has brought the need for a new (national and international) tourism governance to the forefront, to advance a cross-cutting government approach, innovative financing, and effective coordination, all following joint objectives under a shared vision.</p>
10:30 - 11:30	<p>Debate:</p> <p>Ministerial speakers will debate with Private Sector representatives.</p> <ol style="list-style-type: none"> <li>1. H.E. Mr. Siandou Fofana, Minister of Tourism and Recreation Côte d’Ivoire</li> <li>2. H.E. Mr. Ahmed Al Khateeb, Minister of Tourism, Kingdom of Saudi Arabia</li> <li>3. H.E. Mr. Carlos Peguero, Deputy Minister of Tourism, Dominican Republic</li> <li>4. Mr. Tomohiro Kaneko, Vice Commissioner, Japan Tourism Agency, Japan</li> <li>5. H.E. Mrs. Mariame Sy, Ambassador of Senegal to Spain</li> <li>6. Nashat Bukhari, General Manager, Amadeus Saudi Arabia</li> <li>7. Jerry Inzerillo, CEO, DGDA</li> </ol> <p>Moderator: Sharanjit Leyl, Singaporean Broadcast Journalist and presenter</p>
11:30 -11:45	Coffee Break

**SESSION 2: Raising tourism's visibility – becoming part of the conversation beyond promotion****11:45 – 12:00****Setting the scene, HH Princess Haifa Al Saud, Asst. Minister of Tourism, Kingdom of Saudi Arabia**

**The bridge to the Communications World** by Ruth Wright, Euronews, Head of Lifestyle Verticals  
Tourism's importance was highlighted by the standstill of international travel. Now is the time to seize this heightened public awareness and political recognition, to position tourism as an essential pillar of transformation, development and opportunity.

**12:00 - 13:00****Debate:****Ministerial speakers will debate with Private Sector representatives.**

1. Sofia Panayiotaki, CEO, **PRM-Global**
2. Ruth Wright, Head of Lifestyle Verticals, **Euronews**
3. Nancy Villanueva, CEO Iberia & Middle East, **Interbrand**
4. Juan Francisco Rodríguez, Director, **Netcom**
5. Ms. Sofia Zacharaki, Deputy Minister of Tourism, **Greece**

**Moderator: Anita Mendiratta, Special Advisor to Secretary General of UNWTO****13:00 – 13:15****Closing Session:****MC: Weam Aldakhil, Saudi Arabian journalist and television presenter**