## UNWTO Thematic session

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

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| **10:00- 10:15** | Opening  
Zurab Pololikashvili, UNWTO Secretary General  
H.E. Mr. Ahmed bin Aqil Al Khateeb, Minister of Tourism Saudi Arabia |
| **SESSION 1: Towards a new governance in tourism: Lessons learned for a resilient future** |
| **10:15 – 10:30** | Setting the scene, Zoritsa Urosevic, UNWTO Executive Director  
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. |
| **10:30 - 11:30** | Debate:  
Ministerial speakers will debate with Private Sector representatives.  
1. H.E. Mr. Siandou Fofana, Minister of Tourism and Recreation **Côte d’Ivoire**  
2. H.E. Mr. Ahmed Al Khateeb, Minister of Tourism, **Kingdom of Saudi Arabia**  
3. H.E. Mr. Carlos Peguero, Deputy Minister of Tourism, **Dominican Republic**  
4. Mr. Tomohiro Kaneko, Vice Commissioner, Japan Tourism Agency, **Japan**  
5. H.E. Mrs. Mariame Sy, Ambassador of **Senegal** to Spain  
6. Nashat Bukhari, General Manager, **Amadeus Saudi Arabia**  
7. Jerry Inzerillo, CEO, **DGDA** |
<p>| <strong>11:30 -11:45</strong> | Coffee Break |</p>
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| 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.  
               **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 |
| 12:00 – 13:00 | Closing Session:  
               **MC:** Weam Aldakhil, Saudi Arabian journalist and television presenter |
