

Official Speakers

Welcome & Opening Ceremony

26 April 2023, 10:00 - 10:30 / Ventus Hall



Mr. Andrej Plenković
Prime Minister
Government of Croatia



Mr. Zurab Pololikashvili
Secretary-General
UNWTO



Mr. Božidar Longin
Prefect
Zadar County



Mr. Branko Dukic
Mayor
City of Zadar

High-Level Roundtable: United for Sustainable Tourism

26 April 2023, 10:30 - 12:30 / Ventus Hall

Moderator:



Ms. Alessandra Priante
Director,
Regional Department for Europe, UNWTO

Speakers:



Mr. Zurab Pololikashvili
Secretary-General,
UNWTO



Ms. Nikolina Brnjac
Minister of Tourism and Sport
Croatia



Mr. Matjaž Han
Minister of the Economy, Tourism and Sport
Slovenia



Mr. Sultan Almusallam
Deputy Minister of
International Affairs,
Ministry of Tourism of the
Kingdom of Saudi Arabia



Mr. Spyros Capralos
President,
European Olympic Committees

Panel on Economic Sustainability: *Measuring the impact of hosting sports events*

26 April 2023, 15:00 - 16:15 / Ventus Hall

Moderator & Keynote Speaker:



Mr. Jack Nixon
Strategy Director – International,
Nielsen Sports

Speakers:



Ms. Zrinka Bokulić
CEO,
Aminess Hotels and Resorts



Mr. Zlatko Dalić
Head Coach,
Croatian National
Football Team



Mr. Zlatko Mateša
President,
Croatian Olympic Committee



Ms. Elif Ozdemir
CEO,
Gloria Sports Arena



Mr. Josip Varvodić
First Vice President,
European Swimming League

Sponsorships and commercialization in sports

26 April 2023, 14:30 - 15:45 / Glass Hall

Moderator & Keynote Speaker:



Mr. Carlos Cantó
UNWTO Expert on Sports Tourism

Speakers:



Mr. Burak Baykan
Regional Director - SEE,
Dogus Holdings



Ms. Judit Hidalgo
Director of Andorra Business,
Andorra Sports Innovation Hub



Mr. Goran Šprem
World and Olympic gold medal Handball Champion
Executive Director Sport Travel Department,
UNILINE



Ms. Rose Wangen-Jones
Managing Director,
Marketing, Destination &
Commercial,
London & Partners

Sports events as a key driver for destination marketing & promotion

26 April 2023, 16:15 - 17:30 / Ventus Hall

Moderator:



Mr. Frano Ridjan
Radio & TV host
NOVA TV

Keynote Speaker:



Mr. Kristjan Staničić
Managing Director,
Croatian National Tourist Board

Speakers:



Mr. Patrick Torrent
Executive Director,
Catalan Tourism Board



Ms. Fiona Harold
Commercial Director,
Ladies European Tour,
European Solheim Cup



Mr. Ivan Kraljević
Marketing Manager,
UEFA



Mr. Boris Žgomba
President
Association of Travel Agencies
Croatian Chamber of Commerce
& CEO, UNILINE

Best practices for DMOs to attract sports events

26 April 2023, 16:15 - 17:30 / Glass Hall

Moderator:



Mr. Lars Haue-Pedersen
Managing Director,
Burson Cohn & Wolfe

Keynote Speaker:



Mr. Ion Vilcu
Director,
Affiliate Members Dept.
UNWTO

Speakers:



Ms. Martina Bienenfeld
CEO,
Zagreb Tourist Board



Ms. Ivana Jurić
Director,
Tourism Board of Osijek Baranja
County



Ms. Mihaela Kadija
CEO,
Zadar Region Tourist Board



Ms. Ceylan Sensoy
Product Marketing Director,
Türkiye Tourism Promotion and
Development Agency



Panel on Social Sustainability:

Integrating communities into sports tourism development strategies

27 April 2023, 10:00 - 11:15 / Ventus Hall

Moderator & Keynote Speaker::



Mr. Ivan Vukušić
Director TOP RADIO
CEO of Lupus Produkcija



Mr. Mario Carlo Ferrario
Owner of MCF Capital

Speakers:



Ms. Tania Braga
Head Olympic Games,
Olympic Committee –
Sustainability and Legacy Commission



Ms. Valentina Bifflin
President,
Middle European Volleyball Zonal
Association (MEVZA)



Mr. Miguel Ángel Benzal
CEO,
MadCup



Ms. Danira Nakić-Bilić
President,
Croatian National Sports Council



Mr. Laurent Petrynka
President,
International School Sport Federation

Innovation and digitalization to enhance tourist experience at Health & Sports Tourism destinations

27 April 2023, 10:00 - 11:15 / Glass Hall

Moderator:



Ms. Alessandra Priante

Director, Regional Department for Europe
UNWTO

Speakers:



Ms. Iris Córdoba

General Manager,
Global Sports Innovation Center



Ms. Judit Hidalgo

Director,
Andorra Business,
Andorra Sports Innovation Hub



Mr. Ratko Kovačić

President,
Croatian Paralympic Committee



Mr. Josip Pavić

State Secretary,
Ministry of Tourism and Sport
of Croatia

Panel on Environmental Sustainability: *Addressing challenges in mitigating sports tourism footprint*

27 April 2023, 11:30 - 12:45 / Ventus Hall

Moderator:



Ms. Nevena Rendeli Vejzović
CEO,
Prime Time Komunikacije

Speakers:



Ms. Sanda Čorak
Member Advisory Board,
Institute for Tourism



Mr. Guntur Dwiarmein
Strategic Lead - Host Venues,
SailGP



Mr. Tomislav Globan
Professor of Sports Economics,
University of Zagreb



Ms. Maja Pak
Director,
Slovenian Tourist Board



Mr. Rafael Muela Pastor
Director General,
Fundación Real Betis Balompié

Conclusions of the WSTC

27 April 2023, 13:00 - 13:30 / Ventus Hall



Mr. Ion Vilcu

Director, Affiliate Members Department,
UNWTO

Closing Ceremony

27 April 2023, 13:30 - 14:00 / Ventus Hall



Mr. Zurab Pololikashvili

Secretary-General,
UNWTO



Ms. Nikolina Brnjac

Minister of Tourism and Sport,
Croatia



26-27 APRIL 2023, ZADAR, REPUBLIC OF CROATIA

