**8th UNWTO World Forum on Gastronomy Tourism**

**Gastronomy Tourism: Back to the Roots**

5-7 October 2023, Donostia-San Sebastian, Spain

**Speakers profiles**

**Chef Fatmata Binta, Founder, Fulani Kitchen Foundation**  
**UNWTO Ambassador for Responsible Tourism**

Born and raised in Freetown, Sierra Leone, to first-generation Sierra Leonean Fulani of Guinean descent, Chef Fatmata Binta is a modern-day nomadic chef connected to the Fulani culture, customs, and cuisine of the biggest Nomadic group in West and Central Africa. She grew up in a Fulani community, and the culinary inspiration she sought propelled her onto the global stage.

Chef Binta has traveled to many countries to explore diverse cooking techniques, ingredients, and ways of life. She collaborates with internationally renowned chefs. She recently launched the Global Chef’s Challenge in collaboration with FAO to get cooks and foodies around the world to use more millets, including a Fonio campaign challenging restaurants in Accra and around the world to use this iconic grain.

Founder of Fulani Kitchen Foundation (2020), Chef Binta’s fine dining experience with traditional Fulani cuisine has translated to her recent awards: she received the Basque Nobel Culinary World Prize in 2022 and was the Winner of the Best Chef Rising Star Awarded in 2021. Bloomberg also created a video to showcase Chef Binta’s vision and mission and to highlight the ancient grain fonio, which Chef Binta sees as a solution to food security in Africa and the rest of the world.

The Basque World Prize has enabled Chef Binta to provide machinery for her Fulani Kitchen Foundation to help women in Northern Ghana harvest their fonio crops less tediously, ultimately increasing supply locally and helping the women scale internationally.
Martin Berasategui, UNWTO Ambassadors for Responsible Tourism
The Guipuzcoan chef with the most Michelin Stars in Spain, with 12 distributed among seven of his restaurants, continues to bring Basque cuisine to fame worldwide with his representation of the region’s most emblematic dishes. Since the age of 15, learning his vocation in the family restaurant, he has managed to bring a family business to worldwide recognition, always with determination. He defines his cuisine as tasty but also health-conscious for the customer.

Pedro Subijana, UNWTO Ambassador for Responsible Tourism
The chef from San Sebastian, Pedro Subijana, is one of the founders of the New Basque Cuisine. After completing his studies at the School of Hospitality in Madrid, in 1975, he took over the Akelarre restaurant, which has been awarded 3 Michelin stars since 2007. A versatile figure in everything related to gastronomy, Subijana has published several books and has hosted a cooking program for Basque television.

Alessandra Priante, Director for Europe, UNWTO
Director for Europe at the UNWTO, the UN agency that promotes sustainable and responsible tourism globally. Previously she was the Chief of multilateral international relations (UNWTO, OECD and EU) and tourism policy for the Ministry of Agricultural, Food, Forestry and Tourism Policies of Italy. She has also actively participated in the research and analysis work behind the preparation of the National Strategic Plan for Tourism 2017-2022. She is a first-degree business graduate at the top Italian business university, Università Luigi Bocconi, and holds the Executive MBA at Luiss Guido Carli University and an International Master in Audio visual Management.

She successfully merged her strong experience in corporate finance and M&A operations, developed within international investment banks in her initial job posts, with her cultural expertise, joining since 2002 the Italian Ministry of Culture - Direction for Cinema, with the task of restructuring public finances for the culture sector. As a major output, she created the first public RSU in the audio-visual sector, focused on the design, set-up, and implementation of the most important sector reforms.
As a firm believer in the importance of international networks and in the power of lobbying, she has created, has been part of and at times initiated various international think tanks and represented Italy in international and European Institutions devoted to culture.

As an expert also of the Middle East area, she was appointed in the years 2010-2015 the Diplomatic Cultural Representative for the Gulf Area (UAE, Oman, Qatar, Bahrein, Kuwait), with the task of taking care of promoting Italian culture and education.

In line with her academic preparation and research attitude, Alessandra has published numerous sector publications and books and teaches culture management and international audio-visual analysis at some of the major Universities in Italy for post-graduate students.

**Zaritsa Dinkova, Minister of Tourism, Bulgaria**

Zaritsa Dinkova is the Bulgarian Minister of Tourism as of June 2023. She was a Deputy Minister of Foreign Affairs of the Republic of Bulgaria specialized in ‘Foreign Economic Relations and Development Cooperation’ in the two caretaker governments in 2021. Senior political adviser at the European Parliament. She has experience as a manager of large international projects for the UN and the EU. She joined state administration as a senior expert at the International Relations Directorate to the Ministry of Agriculture. She has developed her own business in the field of international digital communication in tourism. She speaks Spanish, English, Russian and French.

**Carlos Mercado Santiago, Executive Director, Puerto Rico Tourism Company**

Carlos Mercado Santiago is the current Executive Director of the Puerto Rico Tourism Company, the ministerial entity responsible for the development and governance of Puerto Rico's tourism sector. As leader of the sector on the island, his priority is to continue the economic recovery process following the impact of COVID-19 and to foster the development of tourism projects, accessibility and sustainable-based tourism focused on increasing the destination's tourism potential.

Prior to leading the Ministry of Tourism, he served as Deputy Director of the Tourism Company. He is a member of the Board of Directors of Puertos, the Board of Directors of Discover Puerto Rico (the Destination Marketing Organization). He is a member of the Executive Council of the World Tourism Organization (UNWTO), as a representative of the associate members of this organization. He holds a
bachelor's degree in business administration with a focus in Marketing and a master's degree in Operational Management and Leadership. Former Vice President of the Board of Directors of Fondo de Inversión y Desarrollo Cooperativo (FIDECOOP).

Barbra Rwodzi, Minister of Tourism and Hospitality Industry of Zimbabwe

Honourable Barbara Rwodzi studied business and holds a master's degree in business administration. She is a Zimbabwean entrepreneur and politician, member of Parliament for Chirumanzu Constituency.

Hon Rwodzi is a former member of the Pan African Parliament, where she represented Zimbabwe.

In December 2021, she was appointed as the Deputy Minister of Environment, Climate, Tourism and Hospitality Industry by His Excellency the President of the Republic of Zimbabwe Cde Dr. E.D. Mnangagwa. She advocates for Zimbabwe to have a sustainable environment, a safe tourism destination and climate resilience for socio-economic development by 2030.

She was appointed as the Minister of Tourism and Hospitality Industry in September 2023. She is overseeing the Zimbabwe Tourism Sector to achieve a $5 billion Tourism Economy by 2025.

João Rodrigues, Founder, Projecto Materia (Portugal)

João Rodrigues aspired to be a marine biologist and has a strong affinity for nature, especially the sea. He graduated in cooking and pastry from the Lisbon Tourism and Management School at the age of 21. He served as the Executive Chef of the Hotel Altis Belém in Lisbon from 2013 until April 2022, where the Michelin-starred restaurant Feitoria is located, along with the Rossio Gastrobar restaurant at Altis Avenida Hotel. The Feitoria restaurant has received numerous distinctions over the years.

Since 2016, João has dedicated his work to deepening his understanding of the work done by farmers in Portugal and the identity of Portuguese gastronomy. In 2017, he founded Projecto Matéria, a non-profit project that promotes national producers with good agricultural practices and animal production, in harmony with nature and the environment, as fundamental elements of Portuguese culture. It has received support from UNESCO and Tourism of Portugal.

His work has been widely recognized by his peers and has received several awards, thanks to his significant dedication to direct collaboration with national farmers and his promotion of them through the Matéria project. Last year, he was awarded the Game Changer Award by La Liste.
In 2023, João embarks on a nationwide tour spanning 12 diverse regions through his visionary Residence project. Each Residence is a culinary experience consisting of a set of meals served in emblematic places in the regions, with the aim of celebrating the entire community, its producers, and their people. Each Residence will be unique and tailored to its specific location, always involving the entire local community, including producers, artisans, artists, and more. João aims to uplift the regions that are farthest from major urban centers and showcase the immense cultural richness of Portugal.

**Sandra Carvão, Director, Tourism Market Intelligence and Competitiveness, UNWTO**

Sandra Carvão is Director of the Tourism Market Intelligence and Competitiveness department at the World Tourism Organization (UNWTO) since June 2018. Before that, she was Chief of Communications and Publications for 8 years until May 2018 where she was responsible for UNWTO’s strategic positioning. Prior to this post, Sandra was Deputy Chief at UNWTO’s Market Trends, Competitiveness and Trade in Tourism Services Department between 2007 and 2010. During this period, Sandra coordinated the Tourism Resilience Committee created by UNWTO to address the impacts of the global economic crisis 2008-2009 on tourism. Prior to joining UNWTO in 2003, Sandra held a position as market manager in the Portuguese National Tourist Office in Lisbon. Sandra has a degree in International Relations, Economics Branch, by the Instituto de Ciências Sociais e Políticas/Universidade Técnica de Lisboa and a postgraduate degree in Marketing by the Universidad Complutense de Madrid.

**Tania Endara, Tourism Unit Representative, Angochagua Tourism (Ecuador)**

Licensed nurse and project specialist with experience in Public Administration and teamwork, Tania has dedicated over 15 years of her career to the public sector. Her robust career spans various roles at both governmental and corporate levels. In 2023, she assumed responsibility for the tourism department at the Autonomous Decentralized Government of Angochagua (Ecuador). In 2022, she excelled as the Coordinator for the Community-based Epidemiological Surveillance Strategy Implementation Project, with a focus on school reopening, in collaboration with ADRA-UNICEF. Throughout 2021-2022, she led the "Basic Health - Food Security" project by strengthening community participation in various regions. Additionally, in 2020, she stood out as the coordinator for projects aimed at strengthening ancestral knowledge in the Awa communities of the Imbabura province. She also took on the role of Zone 2 Coordinator (Pichincha, Napo, Orellana) at the "PLANIFICA ECUADOR" TECHNICAL SECRETARIAT in 2020 and Zone 1 Coordinator (Imbabura, Esmeraldas, Carchi, Sucumbíos) in 2019, further solidifying her extensive experience in public and community management.
Kaspar Howald, Director Valposchiavo Tourism (Switzerland)

Kaspar Howald came to tourism as a career changer. Originally, he studied classical philology and philosophy at the University of Zurich. After completing his doctorate, he moved to Rome, where he managed the cultural programmes of the Goethe-Institut, the German cultural mediator abroad, for three years. It was only when he took over as director of Valposchiavo Turismo in 2014 that he began to deal with tourism in depth. One of his most important achievements is the implementation of the award-winning 100% Valposchiavo initiative.

Miguel Flecha, Managing Director, Travel & Hospitality, Accenture Europe (Spain)

Miguel Flecha is Accenture’s Travel & Hospitality industry leader in Europe. He has deep experience in transformational programmes with global travel clients, focused on customer experience, business operations and technology. He has worked for aviation, hotels, cruises, agencies and travel platforms.

Cinta Lomba Fernández, Researcher in sustainability, BCC Innovation

Cinta Lomba is responsible for the sustainability department at BCCInnovation. She holds a degree in industrial automation and electronics (University of Navarra), a Master's in Globalization and Development (UPV-HEGOA), and a Ph.D. in Applied Engineering (University of Navarra), specializing in climate change resilience applied to cities and critical infrastructure. Her professional journey began in the field of engineering services for the industry and has gradually transitioned towards teaching and research in recent years.
Célia Tunc, Secretary General, Collège Culinaire de France

Since 2012 Célia Tunc is Secretary General of the Collège Culinaire de France, association created on the initiative of 15 French chefs among which twelve three stars Michelin chefs (including Alain Ducasse and Joël Robuchon (before its death) and which brings together 2000 Restaurants and 1000 Producers through France. It is thanks to the skills acquired in her scientific training, in the management of European projects and her experiences in Spain and the United States that she has developed the association and become one of its main representatives at a national and international level. With the network of restaurants and producers she created at the Collège Culinaire de France, Célia Tunc entered in 2017 the ranking of the 50 personalities under 40 who count in the sector of gastronomy. Additionally, Célia Tunc is also the co-founder of the Glocal Culinary College, an initiative launched in 2022 to extend the principles and values of the Collège Culinaire de France to international territories.

Paolo Di Croce, Director General, Slow Food (Italy)

Born in Italy in 1969 and living in Bra, where the headquarters of Slow Food are based. After his Bachelor’s Degree in Environmental Engineering from the Polytechnic University of Turin, Italy and work experience as a food company manager, he joined Slow Food. For the past 20 years, he has been responsible for the management and development of the Slow Food movement globally, in the role of Secretary General. As of July 2022, he has been appointed Director General. In his new role within Slow Food, in addition to providing ongoing support to the new governance and continuing to follow the development of the network across the world and some specific projects, his main focus areas are fundraising, economic-financial aspects, staff management and operational aspects.

Branislav Mizenko, Head of Social Programmes, TUI Care Foundation

Branislav is Head of Social Programmes at the TUI Care Foundation, which builds on the positive impact of tourism and leads the way in protecting the natural environment and empowering lives in travel destinations. He works on developing initiatives in tourism destinations which focus on education and training opportunities for young people, protecting natural habitats and the marine environment, and enabling local communities to thrive sustainably and benefit from tourism. With over ten years’ experience in sustainable development and tourism, Branislav developed his expertise in sustainability at TUI Group, where he led hotel sustainability certification across the overseas accommodation supply chain and assisted hotels and destinations in delivering positive environmental and social impact.
More recently, he spent two years working for the One Planet Network at the United Nations Environment Programme (UNEP) dedicated to SDG 12: ensuring sustainable patterns of consumption and production. One of his focus areas was to support the development of the new strategy through consultations with stakeholders from the food, construction

Aitor Arregi, Elkano restaurant (Spain)

Former professional footballer, Aitor returned home after hanging up his boots to continue the family legacy at Elkano. From that moment on, his father, Pedro Arregi, began transmitting a unique way of understanding gastronomy and connecting with the environment. Pedro Arregi was a grill chef, a master, and a pioneer in using embers with fish such as turbot, hake, or kokotxas. After his passing, Aitor took charge of Elkano, following in his father's footsteps and evolving the restaurant into a global reference.

In 2014, Elkano earned a Michelin star, and in 2018, it entered The World's 50 Best list, where it has continued to be featured annually. In 2023, it holds the 22nd position. At Elkano, they cook under the culinary landscape philosophy, which encompasses extensive knowledge of species from the Cantabrian Sea, as well as the locations of each marine "terroir" that supply their pantry. Aitor has preserved his father's grill mastery and remains faithful to the sea and its products, creating cuisine where the grill and fire take center stage in symbiosis with a direct relationship with local fishermen, producers, and artisans.

Noëlle Moutout, Legal Officer, Trademarks, Industrial Designs, and Geographical Indicators, World Intellectual Property Organization (WIPO)

National of France and Mexico. She studied Law in France and has a master and a post-graduate diploma in Public International Law. She has worked for the International Trade Center (ITC) in Geneva, on collaboration projects for the development of SMEs in Latin America, before specializing in industrial property. She joined WIPO in 2001.

She currently works as a Legal Officer in the Policy and Legislative Advice Section, in the Department for Trademarks, Industrial Designs and Geographical Indications. The Department is responsible for the Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications, for providing legislative assistance to member States, as well as for the administration of the protection of State emblems and signs of international organizations under the Paris Convention.
José Torres Díaz, Head of Madrid office, Consejo Regulador del Tequila A.C. (México)

Born in Guadalajara, capital city of the state of Jalisco, México, José Torres Díaz graduated from the Universidad del Valle de Atemajac in Zapopan, Jalisco with a degree in Business Administration and has been working with the Tequila Regulatory Council since September 2001 when he was a Customs Representative in charge of the coordination with customs authorities in Mexico to Project Tequila exports, create communication channels between customs authorities and the CRT and solve problems related to Tequila shipments in customs offices. Later he became an International Analyst, in charge of support in activities related to monitoring brands worldwide, information analysis to detect false brands that could affect the Appellation of Origin Tequila, activities to strengthen relations with local and international authorities and tracing of specific cases and complaints against products affecting the AOP Tequila. In 2011 he became the International Representative for the CRT in Madrid, Spain where he continues his work to protect Tequila by monitoring markets to detect possible damage to the AOP, and maintains a constant cooperation with Mexican diplomatic authorities and local government to protect and transmit the correct knowledge of Tequila, as well as with local Regulatory Councils such as the ones for Rioja Wines, Ribera del Duero Wine, Brandy de Jerez and other Appellations of Origin.

David Mora, Coordinator of the master’s degree in Gastronomy Tourism, Basque Culinary Center

David Mora has has been involved in food and wine tourism-related projects since 2004, and has been chosen for three years (20/21/22) as one of the “Top 150 most influencing professionals in Spain’s tourism”. He started his career in the T&T industry in 1995. Since then, he had the chance to work on different activities such as destination marketing, hotel management, consulting, and UG and PG education. He holds a Diploma in Tourism by Universidad de Deusto (Spain), B.A. in Tourism by Universidad Nebrija (Spain) and a master’s degree in Tourism Management by Bournemouth University (UK). He has managed several post-graduate studies in Tourism at different colleges and business schools. He currently is the Coordinator of the in Master’s in the Management and Design of Gastronomy Tourism Experiences at Basque Culinary Center (Donostia – San Sebastián, Spain).
Glenn Cauwenberghs, Innovation Specialist, UNWTO

Glenn Cauwenberghs is a Specialist on Innovation at the Department of Innovation, Education and Investments of the United Nations World Tourism Organization (UNWTO). He holds a degree in Tourism and Management, and MBA from the EAE Business School. He started his professional career at the UNWTO in 2016 in the Communications and Publications Department. Following this position, he assumed the role of technical expert for the Destination Management and Quality Programme where during 2 years he worked on Urban Tourism, mainly on the City Tourism Performance Research in collaboration with the World Tourism Cities Federation (WTCF).

Succeeding his experience at the UNWTO, he joined the Union for the Mediterranean (UfM), a sub-organization of the European Neighbourhood Policy of the European Commission. He acted as Programme Coordinator, for the Divisions of Economic Development and Employment, the Division of Renewable Energy and Climate Change, and the Division of Women Empowerment. In addition, he also took over the transversal dossier of tourism.

Ander López, Entrepreneurship Manager, BCC

Entrepreneurship Manager, Basque Culinary Center Industrial Organization Engineer (Undergrad + Double MsC) with experience in strategic consulting and operational roles in technology startups. In addition, he was also part of the founding team of Basque Startups, the association that promotes the Basque Country’s technology and startup ecosystem. He is currently the Entrepreneurship Manager at the Basque Culinary Center, the best knowledge center in gastronomic sciences and food in the world. His day-to-day activities include helping to create, scale and internationalize startups in the areas of foodtech, agritech, restech, delivery, food sciences, among others.

Jose Luis Egas, CEO, Searchef (Ecuador)

José Luis Egas is the Founder of Searchef & MBA in Hospitality at Les Roches Crans-Montana (Switzerland) (Quito, 1989) Entrepreneur and founder of the luxury tailor-made dining experiences platform Searchef, José Luis Egas, is a multi-faceted professional with extensive experience in hotel and restaurant management operations. Likewise, Egas also excels in event organization and management, staff development and communication. It is precisely these qualities that have led him, from a young age, to develop an international career that has taken him to work in luxury properties in Europe, the United States, Mexico and Ecuador, giving him a valuable and enriching perspective. Passionate about cooking and haute cuisine, José Luis was awarded in 2021 as one of the three most innovative projects carried out by entrepreneurs granted by Eurazéo (UNWTO Hospitality Challenge and Sommet Education). He is an outstanding industry leader focused on cultivating relationships with diverse clients and corporate staff to enhance the customer experience.
In 2018, he embarks on his latest entrepreneurial venture by creating Searchef, whose focus is on generating personalized culinary experiences of excellence with recognized high-expression chefs, both with Michelin stars and Repsol Suns.

**Ramatoulaye Konate, CEO & Co-Founder, Oh les Chefs (France)**

Rama, an experienced entrepreneur, boasts over 12 years of professional customer service experience at Covea Assurance, where she garnered substantial expertise in the insurance sector. Driven by a passion for entrepreneurship, she co-founded BissOCash, an alternative payment solution, before embarking on the journey with Oh les chefs, a venture related to gastronomy. Additionally, she played a pivotal role in co-founding Chez Terena, a physical marketplace dedicated to homemade dishes. Her diverse career path attests to her versatility and ability to excel in fields as varied as insurance, financial services, and gastronomy, making her an inspiring figure in modern entrepreneurship.

**Adrien Pantanella, CEO & Founder, Machi Mouchkil (Morocco)**

Adrien has worked in marketing for over 10 years. He specialized in food business because he is passionate about it. When he arrived in the Souss Massa region of Morocco, he discovered the richness of the local culture. And it is these products still unknown to tourists that he wanted to highlight. In January 2021, he arrived in Taghazout (Souss Massa) between 2 confinements as a Digital Nomad and fell in love with the region. But after a few months, he noticed that the restaurant offering in Taghazout is mainly composed of Tagine, which does not correspond to the richness of Moroccan culinary culture. At the same time he discovered the Khanez or Bnine (stinky and delicious), the most famous street food sandwich in Morocco. It was at this moment that he said to myself that it would be interesting to create a new offer in the city dedicated solely to Moroccan street food (Khanez or Bnine, Ze3ze3, Harira, etc.)

**Blanca Paloma Bartolomé, CEO & Co-Founder, EatInn (Spain)**

Blanca Bartolomé is a seasoned international hospitality professional with more than fifteen years of experience and a particular drive to put into action her deep industry understanding, and passion for sustainability and gastronomy. Blanca is Co-founder and CEO of EatInn, an innovative platform that matches hotels’ underutilized catering capacity and the growing demand of the public for alternatives to the traditional restaurant offering.
Jose Luis Santos, CEO, Ecofoodies (Spain)

Jose Luis is CEO at Ecostars – Sustainability Certification for Hotels, and Ecofoodies – Sustainability Certification for Restaurants. Jose Luis has a decade of experience in strategy and entrepreneurship focusing on tourism and sustainability. He has worked for multinational companies such as Oliver Wyman and Amadeus, and now he leads Ecostars, a sustainability certification for hotels. Ecostars has become the most popular hotel sustainability certification across Europe.

Similar to Ecostars, its sister Ecofoodies certification, covers sustainability certification for restaurants and foodservice outlets. Ecofoodies has established a clear and internationally recognized guidelines to implement more sustainable food practices in hotels and restaurants.

Rafael Tonon, Coordinator of master’s degree in Gastronomy Journalism and Communication, Basque Culinary Center

Rafael Tonon is a journalist and food writer with international experience. Born in Brazil, he currently resides in Portugal and travels the world to taste and write about food. He writes about the latest food trends, gastronomic traditions and the restaurant industry. His work has featured in international media entities such as Munchies (Vice), Slate, The Washington Post, CN Traveler, Atlas Obscura and many other renowned publications. He also collaborates with Fine Dining Lovers and Eater, with the latter being the largest gastronomy portal in the USA. This journalist, who graduated from the Pontifícia Universidade Católica de Campinas in Brazil in 2004, is the author of the books entitled Food Revolutions and 50 Restaurantes com Mais de 50 - 5 Décadas da Gastronomia Paulistana [50 Restaurants with More than 50 years – 5 Decades of São Paulo’s Food Scene] about the most traditional restaurants in the Brazilian city of São Paulo. He used to work at the Editora Abril publishing house, which is the largest media and magazine group in Latin America. In his current role as a freelancer, he has worked for various entities in the USA and Europe. He has also worked as a curator, on projects such as the Alimentarte Forum, and as a gastronomic researcher. He is an expert on gastronomic trends and foods, and has been a guest speaker at various courses and events.
Virginia Fernández-Trapa, Programme Coordinator, Sustainable Development of Tourism, UNWTO

Virginia Fernandez-Trapa is Programme Officer of the Sustainable Development of Tourism Department at the United Nations World Tourism Organization (UNWTO). She is responsible for the implementation of initiatives addressing the global challenges of climate change, biodiversity loss and pollution, such as the One Planet Sustainable Tourism Programme on sustainable consumption and production, the Glasgow Declaration on Climate Action in Tourism, the Global Tourism Plastics Initiative and the Global Roadmap on Food Waste Reduction. Virginia joined UNWTO in 2007, she has a Law Degree from Universidad Complutense de Madrid and master's on Sustainable Development of Tourism and Destination Policy and Strategy Management.

Svitlana Mikhalyeva, Coordinator, One Planet Sustainable Tourism Programme, UNEP

Svitlana has been managing the One Planet Sustainable Tourism Programme for the past seven years and half. The programme aims at implementing sustainable and circular consumption and production patterns in the tourism industry. It has three main work streams: circular economy of plastics (Global Tourism Plastics Initiative), climate change (Glasgow Declaration on Climate Action in Tourism) and food systems (including food waste prevention). Through her career, Svitlana worked for various UN agencies including UNEP, UNOPS, UNWTO and UNESCO and is specialized in areas such as: circularity, food waste, corporate social responsibility, sustainable and connected mobility, freight efficiency.

Prior to joining the United Nations, she worked within the Division of Governmental Affairs of Michelin Company and oversaw topics such as extended producer responsibility. In addition, she was responsible for Institutional Relations with local elected officials within the French Chamber of Commerce & Industry. She holds two higher master’s degrees in International Cooperation, Development Policies and Humanitarian Action from Sorbonne University in Paris and in Public Affairs & Diplomacy from Sciences Po Toulouse (Institute of Political Studies, France). During her studies she gained knowledge and skills in public law, economy, international relations, and sociology. She is fluent in French, English, Ukrainian and Russian languages.

Thomas Candeal, Project Manager, International Food Waste Coalition

He currently works for the International Food Waste Coalition as a project manager, collaborating with diverse stakeholders within the HaFS sectors to reduce food waste along their value chains. He is involved in piloting solutions to address key issues related to food waste reduction, including consumer engagement, food waste tracking and monitoring, alignment of actors' interests, and staff empowerment.
Prior to his current role, he was part of the startup community at Eqosphere, focusing on circular economy initiatives and food surplus donations.

His educational background includes a focus on sustainability, and he completed a master's thesis on "Stakeholder Integration into Corporate Governance and Legitimacy of CSR Policies." He began his professional career in 2012 as an intern at Utopies, a pioneering French agency in sustainable development, where they contributed to the development of a practical guide to sustainable innovation tailored for businesses and organizations.

**Monique Badaró, Innovation and International Relations Advisor, National Service of Commercial Education (SENAC) (Brazil)**

Monique Badaró is an Innovation and International Relations Advisor at SENAC (Bahia). She holds a PhD in Social Science (UFBA, 2010), a Master’s degree in Public and Social Management and an International Relations graduate (ILERI-Institut d’Etudes de Relations Internationales, 1987). Her research interests and publications include cultural diplomacy, gastro diplomacy and gastronomic heritage. She started her career in trade and international business development at PROMO – Centro Internacional de Negócios da Bahia and then has been working for different organizations in charge of cooperation and international relations. As the Secretary of State of Bahia for Culture, she designed and coordinated the International Mobility of Artists and Cultural Professionals Program (2007-2015). She joined the Senac in 2015, being responsible for innovation management and International Cooperation in Technical and Vocational Education and Training. Since 2019, she has been coordinating the Observatório do Patrimônio Gastronômico do Nordeste – Opanes Senac (HYPERLINK "http://observatoriogastronomico.senac.br/"

http://observatoriogastronomico.senac.br/). She is the author of numerous articles on international cultural mobility and gastro diplomacy including the latest one “Diplomacia cultural e o cosmopolitismo culinário”

**Chef Rockhun Kim “RockChef” (Republic of Korea)**

Kim Rockhun, also known as Rockchef, is the world’s first “gimbap chef” that redefined the value of Korea’s seaweed and established various systems for the globalization of gimbap based on seaweed. The chef’s faith in gimbap comes from his experience in the late 1990s working at famous Japanese restaurants in the UK and Japan. At the time, sushi was having a big moment in the global culinary scene. Watching customers crave sushi rolls, he thought gimbap could be big on the global scene someday.

His intention was to transform gimbap into a whole new fine-dining experience with the finest ingredients, playful
flavors and creative presentation. To this end, he visited farms, fisheries and producers across Korea and crafted innovative recipes of gimbap including various local ingredients. He also intended to diversify local producers’ incomes by organizing events in their amenities, thus revitalizing the true ultra-local tourism industry. Rockchef’s efforts to put the spotlight on gimbap as a gourmet food became visible not only in Korea, but also overseas. He has participated in countless events presenting this Korean specialty, organizing cooking shows and workshops, started a gimbap franchise and intends to create a global marketing group, all designed to promote the local food movement.

Iñaki Gaztelumendi, Technical Coordinator, Basque Culinary Center

Iñaki Gaztelumendi has been working in the tourism sector for more than 25 years, in the field of tourism destination management, strategic planning and project development. He was Managing Director of Tourism of Santiago de Compostela. Iñaki is currently a strategic consultant in the tourism sector. He is founder and director of the consulting company Verne Tourism Experts. Among his most recent works, we can highlight the tourism strategy of Donostia-San Sebastián, the Guide to apply the Circular Economy in the Tourism Sector of Spain (SEGITTUR-Government of Spain), the strategy of ES_MÚSICA (Spain Music Organization), or the Ibero-American strategy for tourism and sustainable development (SEGB). Iñaki is Associate Professor at the Basque Culinary Center. In this sense, Iñaki has participated in the elaboration of the UNWTO-BCC Guidelines for the Development of Gastronomy Tourism and the SEGIB-BCC report “The Contribution of Gastronomy to the United Nations Sustainable Development Goals (SDGs).

He also collaborates as a professor in several Spanish and international universities and gives presentations on strategy and current trends in tourism.

Ana Paula Jacques, Coordinator for Culture and Gastronomy, Embratur (Brazil)

Ana Paula Jacques is the Coordinator of Culture and Gastronomy at the Brazilian Tourism Board Embratur. She holds a Ph.D. in Politics and Sustainable Management from the Center for Sustainable Development (CDS) at the University of Brasília (UnB), with a sandwich Ph.D. funded by CAPES at the Centre de Coopération Internationale en Recherche Agronomique pour le Développement (CIRAD) in Montpellier, France. She also completed a post doctoral programme in Tourism at the University of Trás-os-Montes e Alto Douro (UTAD). She holds a Master's degree in Tourism from the Center of Excellence in Tourism at the University of Brasília (CET/UnB), and she is a specialist in Business Management from IBMEC, with a Bachelor's degree in Gastronomy. She is a full-time professor of gastronomy at the Federal Institute of Education, Science, and Technology of Brasília (IFB), a chef with experience in restaurants in Brazil and France, the curator of the "Cerrado no Prato" project, and the creator of the food lab "Comida para Pensar." She is a researcher and consultant in gastronomy, cultural
Katerina Kousouri, Head of Department of Special Forms of Tourism, Ministry of Tourism of Greece

She began working for the Greek Ministry of Tourism in September 2019, initially joining the Directorate of Strategic Planning within the department of Special Forms of Tourism. In January 2023, she assumed the role of Head of the Department, which is her current position. Prior to this role, she had a 13-year tenure at the Ministry of Labor and Social Security from 2006 to 2019, where her responsibilities included overseeing social tourism programs, among other duties. Before the government service, she gained experience in the hospitality industry, working at 5-star hotels in Athens such as Hilton and Holiday Inn, primarily in the Banquet and Congress Departments from 1996 to 2003. Additionally, from 2004 to 2006, she held a position in the travels and congresses department at a multinational medical technologies company, C.R. Bard Inc. Her educational background includes a degree in Tourism Management from the University of West Attica in Greece and a master's degree in Management of Cultural Institutions from the Greek Open University.

Arya Galih Anindita, Head of the Gastronomy Tourism Task Force, Ministry of Tourism and Creative Economy of Indonesia

Arya Galih Anindita has been working in different positions with various responsibilities at the Ministry of Tourism and Creative Economy (MoTCE), Republic of Indonesia for over ten years, ranging from the development of health tourism, special economic zones, tourism promotion and some others. Arya is currently the Head of Gastronomy Tourism task force since January 2023. Prior to this position, he was the Head of Tourism Product Development and Promotion for Cultural and Man-Made Tourism at MoTCE. As the head of the gastronomy tourism task force, Arya is responsible for continuing the UNWTO Product Development Project on Gastronomy Tourism in Ubud, Bali, Republic of Indonesia that was initiated in 2018 but has delayed due to Covid-19 pandemic. Guided by his passion in tourism experience design, community empowerment and industry collaboration.

His current position is central in ensuring project completion, bridging stakeholders’ interests and participation, and ensuring sustainability of this project. Arya has a degree in Tourism Management from Bandung Institute of Tourism and a postgraduate degree in Tourism Management from Victoria University of Wellington, New Zealand.
María Velasco González, Advisor, Secretariat of Tourism, Ministry of Industry, Commerce and Tourism of Spain

Graduated in Law and in Political Sciences and Administration, from the Complutense University and Doctor in Political Sciences. She is a professor at the Department of Political Science and Administration at the Complutense University of Madrid, where she has been Co-director of the Research Group Research Group “Policy design: transfer and social innovation” (www.ucm.es/politis). She is an expert in shaping tourism policies. Since September 2021, she has been an advisor to the State Secretariat for Tourism (Ministry of Industry, Commerce and Tourism).

Daniel Solana Alonso, Director General, BASQUETOUR (Spain)

Daniel Solana’s professional journey has been marked by a diverse range of roles and experiences. He has held the position of General Director at the Basque Tourism Agency, Basquetour, overseeing the promotion and development of tourism in the region. Additionally, he served as the General Director of the Salt Valley of Añana in Álava, where he contributed to the management and preservation of this unique cultural and natural heritage site. Daniel's expertise extends to government advisory, having worked as an advisor to the Minister of the Environment, Agriculture, and Fisheries of the Basque Government.

His corporate background includes leadership roles in Sales and Marketing within various sectors, both domestically and internationally. Notably, he has also served as a strategic marketing consultant at Eurogap, a reputable consulting firm based in San Sebastian.

With a solid academic foundation, Daniel holds a Bachelor's degree in History and Geography from the University of Deusto, complemented by a Master's degree in Marketing from Eseune Business School. He has further enriched his knowledge through postgraduate programs in Leadership and Innovation at ESADE and Deusto Business School, as well as high-level management programs in the food industry at the Institute San Telmo. His comprehensive background and diverse experiences have shaped his career, making him a well-rounded professional in various sectors.