



1st UNWTO World Forum on Food Tourism

San Sebastián, Spain, 27- 29 April 2015
Basque Culinary Center
Paseo Juan Avelino Barriola, 20009 Donostia, Gipuzkoa

27 April

8:30-9:00 Registration

9:00-10:00 Opening Ceremony

- Mr. Juan Carlos Izagirre, Mayor of Donostia-San Sebastián
- Mr. Miguel Mirones, President of the Board of the UNWTO Affiliate Members
- Mr. Antonio López de Ávila Muñoz, President, Sociedad Estatal para la Gestión de la Innovación y las Tecnologías Turísticas. S.A. (SEGITTUR)
- Mr. Jon Peli Uriguen, Deputy of Innovation, Rural Development & Tourism, Diputación Foral de Gipuzkoa
- Ms. Arantxa Tapia, Regional Minister for Economic Development and Competitiveness, Basque Government
- Mr. Taleb Rifai, UNWTO Secretary-General

Master of Ceremony: Mr. Joxe Mari Aizega, Director, Basque Culinary Center

10:00-10:30 Introduction

- Mr. Joxe Mari Aizega, Director, Basque Culinary Center
- Ms. Yolanda Perdomo, Director of the Affiliate Members Programme, UNWTO
- Mr. Iñaki Gaztelumendi, Technical Director, Global Forum

10:30-11:00 Presentation of the UNWTO Gastronomy Network

- Mr. Carlos Vogeler, Director – Executive Secretary of Member Relations, UNWTO

11:00- 11:30 Coffee Break

11:30-12:45 Brainstorming session one: Where to start with food tourism

Keynote and Moderator: Mr. Erik Wolf, Executive Director, World Food Travel Association

Mr. Pedro Subijana, Chef, Akelarre

Mr. Sinma DaShow, Expert on Street Food and Author of Not for Sale

Mr. Jon Warren, San Sebastian Food

12:45-14:00 Brainstorming session two: Current trends in food tourism

Keynote and Moderator: Mr. Iñaki Gaztelumendi, Technical Director, Global Forum

Mr. Lluís Pujol, Manager, Saborea España

Ms. Diane Dodd, Director, IGCAT

Mr. Mitsuharu Tsumura, Chef, Restaurante Maido

14:00-15:00 Lunch (optional)

The lunches provided at the Forum will incorporate a unique gastronomic experience with a series of meals exclusively designed and prepared by renowned local Basque chefs and served by students of the Basque Culinary Center. These meals shall be offered to UNWTO Members at a reduced cost. Please make your selection at the moment of registration. As there is a limited seating capacity, early registration is strongly encouraged.

Venue: Basque Culinary Center

15:15-16:30 Brainstorming session three: The profile of a gourmet tourist

Keynote and Moderator: Mr. Marc Canavaggia, Founder, Tangible

Ms. Laura Mandala, Head, Mandala Research

Ms. Erica Kritikides, Brand and Product Manager Food, Intrepid Travel

Mr. Miguel Gallego, Director of Marketing, European Travel Commission

16:30-17:00 Coffee Break

17:00 – 19:00 UNWTO Member success stories

This panel will be dedicated to the exchange of experiences in the field of food tourism that gives prominence to the policies of UNWTO Members and Forum promoters.

Mr. Rafael Ansón, President, Spanish Royal Academy of Gastronomy

Ms. Arantza Madariaga, Director, Basquetour

Mr. Iker Ruíz de Egiño, Director of Tourism, Diputación de Gipuzkoa

Mr. Manu Narváez, Director, San Sebastian Tourism

Mr. Leonid Gelibterman, President, International wine and gastronomy centre in Russia

Mr. Francisco Madrid Flores, Director of Tourism Management School, Anahuac University

Mr. Fernando Olivera, Tourism Secretary, State of Guanajuato

Moderator: Mr. Carlos Vogeler, Director – Executive Secretary of Member Relations, UNWTO

21:00 Inaugural Gala Dinner (optional)

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Guests wishing to attend will be picked-up from their hotels at 20:30

28 April

9:00-9:15 Introduction

Mr. Joxe Mari Aizega, Director, Basque Culinary Center

Ms. Yolanda Perdomo, Director of the Affiliate Members Programme, UNWTO

Mr. Iñaki Gaztelumendi, Technical Director, Global Forum

9:15-10:30 Brainstorming session four: Gastronomy and its cultural links

Keynote and Moderator: Mr. Damiá Serrano

Mr. Antoni Nicoulau, Consultant, UNESCO

Mr. Pierre Sanner, Mission Francaise du Patrimoine et des Cultures Alimentaires (MFPCA)

Mr. Jorge Vallejo, Chef, Restaurant Quintonil

10:30- 11:00 Coffee Break

11:00-12:15 Brainstorming session five: Gastronomy as key factor in tourism branding

Keynote and Moderator: Ms. Amora Carbajal, Economic and Commercial Advisor for the Italian Republic, Peru

Mr. Pascual Sarvisé, Head of Cultural and City Tourism, Sub-directorate General for Marketing, Turespaña

Mr. Lander Imaz, Director Marketing, Basquetour

Ms. María Canabal, Periodista Gastronómico

12:15-13:30 Brainstorming session six: The new communication in gastronomy tourism

Keynote and Moderator: Mr. Vittorio Castellani, Periodista Gastronómico

Mr. Liam Aldous, Monocle

Mr. Andrés Rodríguez, Editor of Tapas

Mr. Gregor Rankin, Director, Food&Travel

13:30-14:00 Tour of the Basque Culinary Center

14:00-15:00 Lunch (optional)

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Venue: Basque Culinary Center

15:15-16:30 Workshops (40 participants per workshop)

Hall 1: What's your situation? (Mr. Erik Wolf)

Hall 2: Keys for success in a food tourism destination (Mr. Iñaki Gaztelumendi)

Hall 3: Strategy of a Food Tourism Destination (Mr. Marc Canavaggia)

Hall 4: Protection and value enhancement of gastronomy and territories (Mr. Damiá Serrano)

Hall 5: Branding of Food Tourism Destinations (Ms. Amora Carvajal)

16:30-18:00 World Café – Basque Culinary Center and UNWTO

Throughout the entirety of the forum the open discussion between speakers and guests on social media will culminate in a presentation of the trending themes and conclusions.

Mr. Joxe Mari Aizega, Director, Basque Culinary Center

Ms. Yolanda Perdomo, Director of the Affiliate Members Programme, UNWTO

Mr. Manu Narváez, Director, San Sebastian Tourism

Mr. Iñaki Gaztelumendi, Technical Director, Global Forum

18:00-18:30 Closing Ceremony

Representative TBC, Basque Culinary Center

Mr. Carlos Vogeler, Director – Executive Secretary of Member Relations, UNWTO

21:00 Closing Dinner (optional)

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Gastronomic activities proposed by BASQUETOIR