

Provisional programme

CE/109/prog.rev.5
Madrid, 30 October 2018
Original: English

Tuesday, 30 October 2018

- 16:00 – 18:00 Programme and Budget Committee (PBC)
- 19:30 – 21:30 Opening ceremony and welcome reception at Art Rotana hotel

Wednesday, 31 October 2018

- 08:45 – 09:30 Working breakfast of the Committee for the Review of Applications for Affiliate Membership (by invitation)
- 09:30 – 09:45 Group photo for heads of delegation
- 09:45 – 13:00 Executive Council session (agenda items 1 to 6)
- 13:15 – 13:45 Press conference
- 13:00 – 15:00 Lunch
- 15:00 – 16:00 Remarks by the Secretary-General on world tourism trends
- 16:00 – 17:00 General discussion
- 17:00 – 17:05 Signing of the Agreement with Portugal
- 17:05 – 17:10 Signing of the Agreement with Argentina
- 17:10 – 18:00 UNWTO High-Level Executive Workshop on Smart Tourism Management and Data Driven Decisions: “How Big Data Solutions can help Public Leaders take Smart Decisions”
- Innovation, Technology and Tourism: Building the Future
 - Introduction to the data-driven era in travel for the public sector
 - Digital transformation scorecard and Return on Investment (ROI) in Tourism
 - Business Intelligence and big data roadmap in Tourism

Free time

Thursday, 1 November 2018

- 09:00 - 09:20 Opening & Welcome
- H.E. Mr. Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO)
H.E. Mr. Zayed R. Alzayani, Minister of Industry, Commerce & Tourism of Bahrain
- 09:20 - 09:30 Keynote Speech: Mr. Talal Abu-Ghazaleh, Chairman, Talal Abu-Ghazaleh Organization
- 09:30 - 09:45 Keynote Speech: "Big Data Solutions in Tourism" Ms. Tini Sevak, Vice President for Audiences and Data, CNN International
- 09:45 - 10:30 Panel discussion 1: Building a venture capital culture in the tourism sector
- Remarks by H.E. Mr. Gustavo Santos, Minister of Tourism of Argentina
- Moderator: Mr. Paris de l'Etraz, Managing Director of IE Venture Lab, IE Business School
- Mr. Oskar Miel, Managing Partner, Rakuten Capital and Executive Officer, Rakuten, Inc.
Mr. Arnaud Bonzom, Co-founder, Map of the Money
Mr. Jon Bradford, Founding Partner, Motive Partners
Mr. Miguel Barbosa, Investment Director, Tourism BU, Portugal Ventures
Mr. Victor Chua, Founding and Managing Partner, Vynn Capital
- 10:30 - 11:15 Presentations by Startups from the 1st UNWTO Tourism Startup Competition, in partnership with Globalia
Introduction by Mr. Luis Ureta, Advisor, Globalia Innovation
- 11:15- 11:45 Panel discussion 2: Data Driven Decisions: how open data platforms are the next big revolution of tourism / Perspectives on the Changing Ecosystem Dynamics with Data and new Technology
- Remarks by Mr. Javier Esteban Guillermo Molina, Chief of the Unit of International Affairs and Cooperation, Ministry of Tourism of Mexico
- Moderator: Mr. Joe Haslam, Executive Director, Owners Scaleup Program & Associate Professor, IE Business School
- Mr. Alex Luzarraga, Vice President of Corporate Strategy, Amadeus
Mr. Darren Dunn
Ms. Katherine Grass, Venture Partner, Thayer Ventures
Ms. Sahar Albaharna, Entrepreneur (Founder of Sahara Fragrances), Innovation and Project Management Corporate Trainer
- 11:45 - 12:15 Panel discussion 3: Fostering a Tourism Innovation and Entrepreneurship Ecosystem: Women in Technology
- Remarks by Ms. Cristina Târteață, Secretary of State at the Ministry of Tourism of Romania
- Moderator: Ms. Natalia Bayona, Senior Expert, UNWTO

- Ms. Diana Robino, Senior Vice President, Global Tourism Partnerships, Mastercard
 Ms. Nour Al Hassan, Founder and CEO, Tarjama & UREED
 Ms. Brigitte Loehl, Director of Destinations and Media Solutions, Amadeus
- 12:15 - 13:15 Networking Lunch
- 13:15 - 14:00 Presentations by Startups from the 1st UNWTO Tourism Startup Competition, in partnership with Globalia "The Next Big Thing in the Middle East"
- 14:00 - 14:30 Panel discussion 4: How digital transformation is driving a smart destination culture in the tourism sector
- Moderator: Mr. Antonio López de Ávila, Director, IE Travel&Tourism Innovation Center
- Mr. Kevin Sigliano, Managing Partner, Good Rebels & Professor, IE Business School
 Mr. James G Land, IBM
 Mr. Ryaan Sharif, Managing Director, Flat6Labs
- 14:30 - 14:45 Closing keynote speech by Mr. Andy Stalman, Branding expert. Author: "BrandOffOn", "HumanOffOn"
- 14:45 - 14:55 Wrap up by Ms. Tini Sevak, Vice President for Audiences and Data, CNN International
- 14:55 - 15:10 Closing remarks & photo with Startups and Investors
- 15:10 - 15:25 Photo & Graduation by UNWTO Academy
- 20:00 Gala Dinner at the Four Seasons Hotel

Friday, 2 November 2018

- 09:30 – 17:30 Tour to Bahrain International Circuit, Sh. Salman bin Ahmed Al Fateh Fort, Bahrain National Museum, Manama Souq (Bab Al Bahrain) and Bahrain Fort (lunch at the Fort).