

Global Conference on Jobs and Inclusive Growth: Small and Medium Tourism Enterprises (SMTEs)

Montego Bay, Jamaica, 29 January 2019
Jamaica Convention Centre

Madrid, 18 December 2018
Original: English

Preliminary Programme

Friday, 29th January 2019

- 09:00 – 09:05** Stand for the playing of the National Anthem
- 09:05 – 09:15** **Welcome remarks:**
- **Hon. Edmund Bartlett**, CD, MP. Minister of Tourism and Founder, Global Tourism Resilience and Crisis Management Centre, Jamaica
- 09.15 – 09:30** **Greetings:**
- 09.30 – 09:35** **Introduction of Keynote Speaker:**
- **Hon. Edmund Bartlett**, CD, MP. Minister of Tourism and Founder, Global Tourism Resilience and Crisis Management Centre, Jamaica
- 09:35 – 10:00** **Keynote:**
- **Mr. Álvaro Uribe Vélez**, former President of Colombia
- 10:00 - 10:15** **Coffee Break**
- 10:15 – 11:30** **Panel Discussion: ‘The Future of SMTEs’**
- SMTE stakeholders discuss the current and future trends, opportunities, threats, strengths and challenges facing local, regional and global SMTEs. The panel will also discuss practical solutions for SMTEs.*
- 11:30 – 12:45** **Concurrent Session A1 - The SMTE experience in a Global Context: Success Stories and Lessons Learnt**
- International Funding and Support Agencies speak about their experiences with enhancing SMTEs. More specifically they provide a drone-eye view of success stories and transferrable lessons learnt from their experiences in Jamaica and in other countries around the world.*
- 11:30 – 12:45** **Concurrent Session A2 - The SMTE experience: Success Stories, Challenges and Lessons Learnt**
- SMTEs present the strategies and activities which they have undertaken to navigate the many currents necessary to become successful, scale and or grow in the tourism space. The presenters are from a cross section of the SMTE space ranging from....*
- 12: 45 - 13:45** **Lunch**

14:00- 15:15 Concurrent Session B1 – Support Mechanisms for SMTEs

What support mechanisms are necessary for SMTEs to thrive? This is the question which many in the SMTE space preoccupy themselves with. This is also the question which this panel will attempt to answer. The panel consists of several organizations which support SMTEs in Jamaica...

14:00- 15:15 Concurrent Session B2 – Digitally Transforming SMTEs for Success

SMTEs contribute to the economic growth of many countries around the world. SMTEs are however facing several challenges which inhibit them from reaching their full potential. Information and communication technologies (ICTs) have significantly contributed to addressing these challenges. Indeed, there is much evidence to indicate that the smart use of ICTs can enhance SMTEs ability to innovate, compete and grow. This panel discussion will examine the the existing and potential contribution of ICTs to the digital transformation of SMTEs.

15:15 – 15:30 Break

15:30 – 16:45 Panel Discussion 2: Next Steps and Synergies

This panel provides an opportunity for the critical conference participants to reflect on the conversations, stories and discussions throughout the day with the aim of identifying synergies and articulating the next step for SMTEs and SMTE support mechanisms.

16:45 – 17:00 OAS Launch

17:00 – 17:15 Closing Remarks

17:15 – 18:00 Innovation Opportunities: SMTEs get a one-on-one with Funding Agency

17:15 – 17:30 Press Conference (Closed Event)

18:00 Reception