44th meeting of the UNWTO Commission for the Middle East and UNWTO Regional Conference on Tourism Human Capital Development: New Perspectives

شرم الشيخ، جمهورية مصر العربية، 8 - 9 مايو/ أيار 2018
Sharm el Sheikh, Egypt, 8 - 9 May 2018
Programme
OBJECTIVE

The Conference will bring together high-level policymakers, industry leaders and prominent academicians to lay the policy and strategic groundwork and identify innovative solutions for the development of human capital in tourism in the Middle East and North Africa region and advance the achievement of the Sustainable Development Goals (SDGs), specifically Goal 8 on economic growth and jobs, in the region.

Building on the roadmap set by the UNWTO Study ‘Tourism Labour Market in the Middle East and North Africa Region’, the conference will feature an update on the region’s tourism labour market performance. It is evident that up-to-date reliable data is needed for monitoring impact of existing interventions, tracking progress and for informing policy-making. For this reason, a key objective of the Conference will be to set the framework for a comprehensive and regular monitoring mechanism of tourism labour market performance in the Middle East and North Africa region.

Participants will discuss policies and strategies to address key issues in the region such as the creation of quality jobs and closing the decent work deficit, skills development, the stimulation of youth employment and women participation in the tourism labour market and supporting tourism MSMEs for economic growth and job creation. The Conference will share ample good practices that can be implemented across the region.

Finally and in the spirit of fostering partnerships, the Conference will provide a high level platform for discussions on joint projects and transnational cooperation.

PARTICIPANTS

Participation is for high level representatives of the public and private sectors, academia and civil society from the Middle East and North Africa region. Participation outside of the region will be by invitation only and with the purpose of presenting relevant good practices.

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**Tuesday, 8 May 2018**

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<td>17:15 – 17:45</td>
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**Programme**

- **Keynote Speech**
  - [H.E. Dr. Rania Al-Mashat](#), Minister of Tourism of Egypt
  
  **Ministerial Dialogue on Policies and Strategies to foster Inclusive and Quality Jobs in Tourism**
  
  - [Shaikh Khaled Bin Humood Al Khalifa](#), Chief Executive Officer (CEO), Bahrain tourism & exhibitions Authority (BTEA)
  - [H.E. Mr. Feriayd Rawanduzi](#), Minister of Culture, Tourism and Antiquities of Iraq
  - [Mrs. Nada Sardouk](#), Director General, Ministry of Tourism of Lebanon
  - [H.E. Mrs. Rula Ma’ayah](#), Minister of Tourism and Antiquities of Palestine
  - [H.E. Mohamed Abuzaid Mustafa](#), Minister of Tourism, Antiquities and Wildlife of Sudan
  - [H.E. Dr. Mohammed Qubaty](#), Minister of Tourism of Yemen

**Panelists:**

- مشاور: الأستاذ مارسيلو ريسى، منظمة السياحة العالمية
  - [H.E. Major General. Khaled Fouda](#), Governor of South Sinai, Egypt
  - [Mr. Peter Van Rooij](#), Director, International Labour Organization, Egypt
  - [H.E. Dr. Rania Al- Mashat](#), Minister of Tourism of Egypt
  - [H.E. Mr. Zurab Pololikashvili](#), UNWTO Secretary-General

**UNWTO Tourism Labour Market in the Middle East and North Africa Region - 2018 update**

- [Dr. Edith M. Szivas](#), UNWTO Consultant
Wrap-up
- Dr. Edith M. Szivas, Conference coordinator,

Gala Dinner
20:00 – 22:00

Panel discussion 1: Supporting Decent Jobs, Closing the Skills Gap in Tourism

The session will focus on sharing good practices for bridging the skills gap in tourism. More specifically, it will identify and discuss ways in which we can attract and retain talent, innovative solutions that can be used in tourism education and training for skills development and proven ideas for strengthening industry and education cooperation.

- Closing the skills gap
- Supporting decent jobs
- Industry-education cooperation

Moderator: Ms. Vanessa Satur, Programme Manager, Technical Cooperation Programme, UNWTO

Panelists:
- Mr. Omar Valdez, Executive Director, UNWTO-Themis Foundation
- Dr. Joseph Ruddy, USAID Building Economic Sustainability Through Tourism, Jordan
- Mr. Ed Kastli, Vice President, International Sales, American Hotel & Lodging Educational Institute
- Mr. Mustapha Sultan, Board member, Egyptian Tourism Federation
- Dr. Dina Al Dhaher, Director of Tourism and Transport, League of Arab States

17:45 – 18:00
18:00 – 17:45
20:00 – 22:00

Wednesday, 9 May 2018
Session on Good Practices in Human Capital Development in Tourism

Moderator: Dr. Edith M. Szivas, UNWTO Consultant

Panelists:
- Mr. Salvatore Nigro, Global Vice President, Education For Employment
- Mr. Ramzi Fawaz, Head of People & Culture, MEA, Amadeus IT Group

Panel Discussion 2: Empowering Women and Youth – Maximizing the Economic Benefits from Tourism

This session will focus on how to empower women and youth to benefit the fullest from the tourism economy through employment and entrepreneurship. It will address issues such as awareness raising, changing perceptions, attracting and retaining youth and women in the tourism economy and capacity building.

- Raising awareness
- Creating sustainable economic opportunities
- Effective capacity building

Moderator: Ms. Jasmin Taha Zaki, TV Anchor

Panelists:
- Mrs. Jihane Lahbabi, Chief Executive Officer, Fondation Marocaine de l’Education pour l’Emploi
- Mrs. Nora Abou El Seoud, Chief Executive Officer, Egypt Education For Employment Foundation
- Mr. Peter Van Rooij, Director, International Labour Organization, Egypt
- Dr. Hanan Saad Kattara, Professor of Hotel Management, Faculty of Tourism & Hotels, Alexandria University, Egypt

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Lunch break
Panel discussion 3: Supporting Tourism MSMEs for Sustainable Economic Growth and Job Creation

This session will focus on supporting tourism MSMEs. The panelists will discuss how best to support tourism MSMEs through targeted capacity building and organizational and governance issues. The panel will discuss how we can create economic opportunities for these groups, how to support creativity and entrepreneurship and how we can raise awareness about the opportunities.

- Changing perceptions
- Harnessing creativity
- Building capacity
- Organization and governance

Moderator: Mr. Omar Valdez, Executive Director, UNWTO Themis Foundation

Panelists:
- Ms. Vanessa Satur, Programme Manager, Technical Cooperation Programme, UNWTO
- Dr. Heba Handoussa, Managing Director of the Egypt Network for Integrated Development (ENID/ELNIDAA)
- Mr. Haitham Mattar, Chief Executive Officer, Ras Al Khaimah Tourism Development Authority
- Ms. Ghadeer Khuffash, Chief Executive Officer, Jordan Education For Employment
- Ms. Natalia Bayona, Senior Expert, Innovation and Digital Transformation Programme, UNWTO

16:30 – 17:00 Roadmap Towards a Comprehensive Monitoring of the Tourism Labour Market in the Middle East and North Africa Region

- Dr. Edith M. Szivas, Conference coordinator

17:00 – 17:30 Concluding Remarks

- Mr. Omar Valdez, Executive Director, UNWTO Themis Foundation
- Dr. Edith M. Szivas, Conference coordinator

17:30 – 18:00 Closing Ceremony

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Roadmap Towards a Comprehensive Monitoring of the Tourism Labour Market in the Middle East and North Africa Region

- Dr. Edith M. Szivas, Conference coordinator

Concluding Remarks

- Mr. Omar Valdez, Executive Director, UNWTO Themis Foundation
- Dr. Edith M. Szivas, Conference coordinator

Closing Ceremony

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Biographies
Mr. Peter Van Rooij, Director, International Labour Organization, Egypt


Since joining ILO in 1995, Mr. Peter Van Rooij has served in development projects and activities related to employment and microfinance and worked as Advisor to the Bureau for Employers’ Activities in Geneva.

Before joining the ILO, he worked as Field Implementation Officer at the United Nations Capital Development Fund (UNCDF) in Khartoum, Sudan. Peter Van Rooij holds a Masters’ Degree in Economics from the Wageningen Agriculture University, Netherlands.

H.E. Dr. Rania Al-Mashat, Minister of Tourism of Egypt

Dr. Al-Mashat was sworn in as Egypt’s Minister of Tourism (MOT) on January 14, 2018. Under the MOT, there are the Egyptian Tourism Promotion Board and the Tourism Development Authority.

Prior to that, she was Advisor to the Chief Economist of the International Monetary Fund (IMF) in Washington DC, a position held since August 2016. She specialized in central banking issues, including designing monetary policy frameworks and defining financial stability and macro-prudential tools, led country mission teams on these issues and was involved in supporting the IMF’s multilateral surveillance. Those responsibilities tap on years of experience managing Egypt’s macroeconomic transition in the most challenging periods of its recent history as she served as Sub-
Governor for Monetary Policy at the Central Bank of Egypt (CBE) between August 2005 and May 2016. She was responsible for developing and modernizing the CBE’s monetary policy strategy, a key pillar of the banking sector reform program launched in 2004. She was a Senior Economist at the IMF between 2001-2005.

She received her PhD and MA in Economics from UMCP. Her fields of specialization are applied macroeconomics, international economics and monetary policy with a number of publications in these areas, including contributions to the IMF’s latest book, titled, “Advancing the Frontiers of Monetary Policy”. She completed Executive Education certificates in Leadership from Harvard and Oxford Universities. She has been named one of the 2014 Young Global Leaders by the World Economic Forum.

Mr. Zurab Pololikashvili, World Tourism Organization (UNWTO), Secretary-General

Mr. Zurab Pololikashvili is the Secretary-General of the World Tourism Organization (UNWTO) since 1 January 2018.

Prior to his appointment he was Ambassador Extraordinary and Plenipotentiary of Georgia to the Kingdom of Spain, the Principality of Andorra, the People’s Democratic Republic of Algeria and the Kingdom of Morocco and Permanent Representative of Georgia to UNWTO up until December 2017.

Over the last decade Mr. Pololikashvili has been instrumental in positioning Georgia amongst the top tourism destinations in its region in his capacity as Minister of Economic Development of Georgia, Ambassador Extraordinary and Plenipotentiary of Georgia to the Kingdom of Spain and Deputy Minister of Foreign Affairs of Georgia. Mr. Pololikashvili has held senior positions at the prominent Georgian financial institution TBC Bank and was CEO of FC Dinamo Tbilisi, Georgia’s leading professional football team.

He has completed the Global Senior Management Program (GSMP) at IE Business School, Instituto de Empresa, Madrid, Spain, and holds a Bachelor’s Degree in Banking from the Georgian Technical University, Tbilisi, Georgia.

Mr. Pololikashvili speaks Georgian (native), English, Spanish, and Russian (fluent) as well as French, Japanese and Polish.
Mr. Marcelo Risi, World Tourism Organization (UNWTO)

Marcelo is currently the senior media officer at the World Tourism Organization (UNWTO), in charge of global media relations, international capacity building activities and media activities in the field.

He joined UNWTO in late 2006 and took a special leave from 2015-2017 to build up the global presence of the Ibero-American General Secretariat (SEGIB), with headquarters in Madrid. An economist specialized in development studies through training, he worked in think tanks in Germany and for the European Union in Spain as a researcher and analyst before spending more than 10 years as an international broadcaster: economics correspondent with the Latin American service of Deutsche Welle Radio (Germany); producer at the BBC World Service (UK); bilingual correspondent for the BBC World Service in Madrid. He is a lecturer in post-graduate journalism programmes.

A Uruguayan national, Marcelo Risi speaks English, German, Italian and Spanish.

Shaikh Khaled Bin Humood Al Khalifa, Chief Executive Officer (CEO), Bahrain tourism & exhibitions Authority (BTEA).

In 2016, H.E. Shaikh Khalid was appointed by a royal decree as the Chief Executive Officer of the Bahrain Tourism and Exhibitions Authority, a newly established governmental body that aims to enhance the Kingdom tourism sector in accordance with the 2030 economic vision.

The efforts exerted by him has today placed the Kingdom Of Bahrain on the world tourism map with the launch of seven international representative offices that include France, UK, China, Germany, Saudi Arabia, Russia, and India. Under his administration the tourism sector’s contribution to the non-oil GDP 3.5% in 2015 to 6.8% in 2017.

Shaikh Khalid received a Bachelor degree in Business Administration and Information Technology from Bentley University in Massachusetts, USA. In 2010, he received a Master degree in Real Estate Management from Northumbria University in the United Kingdom for Tourism and Exhibitions.

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Ms. Nada Sardouk, Director General, Ministry of Tourism of Lebanon

Ms. Nada Sardouk is the Director General of the Lebanese Ministry of Tourism since 2002 and the first woman holding this position in the Ministry. Sardouk started her career as a professor of French Language and Literature and later became a pedagogic inspector. In her 16 year experience as a Director General, Sardouk has worked with eleven ministers in the consecutive governments and was a member of different ministerial committees responsible for studying common subjects such as Food & Safety and Civil Aviation laws’ reviews, and visa issues.

She was the main contributor and actor in the approbation of the Touristic Quality standards in the Arab Tourism Ministers Council of the Arab League. Sardouk holds a doctorate degree in Linguistics and a Master’s degree in French Language and Literature. She recently obtained the Knight of the French National Order of Merit (2015) and The Excellence Award for Wise Governance, UNWTO (2013) among other awards.

H.E. Mrs. Rula Ma’ayah, Minister of Tourism and Antiquities of Palestine

After having finished her higher education at Birzeit University, Rula Ma’ayah went on to become a Director at the Ministry of Youth and Sports, then as a General Director at the Ministry of Justice before being appointed as Minister of Tourism and Antiquities in May 2012.

Rula Ma’ayah is the youngest Palestinian Minister and enjoys a long history in youth leadership through her experience as a Bureau member in the International Union of Socialist Youth between 1993 and 1995 and her membership on the High Council of Childhood and Motherhood.

Politically, Rula Ma’ayah was a member of the Executive Committee of the Fatah Youth Organization before becoming a member of the Fatah Leadership Committee. Rula Ma’ayah, originally from Ramallah, lives in Bethlehem with her husband and they are the parents of two children.
Dr Edith M Szivas, UNWTO. Themis Foundation

Dr Edith M Szivas is an international expert in strategic planning and human capital development for tourism. She has conducted and managed projects on behalf of the United Nations World Tourism Organization (UNWTO) and other international organizations on a wide range of programmes and initiatives. Edith leads the UNWTO TedQual certification business development efforts and is currently the lead capacity building expert on an EBRD-TDI project supporting the development of agrotourism in Georgia. The project is aimed at enhancing both business and employment opportunities in rural communities. Past projects include consultancy on the Oman Tourism Strategy, China’s Shandong Province Tourism Development Master Plan. In addition, Edith has been instrumental in the strategic direction of Uganda’s Tourism Policy and Tourism Development Master Plan, and has successfully managed and completed the flagship project ‘The Role of Tourism in the Economic Development of Local Communities in the Kingdom of Saudi Arabia’, carried out for the Saudi Commission for Tourism and National Heritage.

Edith is a regular research contributor and keynote speaker at Tourism conferences including EuroCHRIE and IATA 2017 conferences. She is a Professor with Modul University Dubai, holds a BSc degree in International Trade, Import/Export from Hungary, an MSc in Tourism Planning and Development and a PhD in Tourism Policy from University of Surrey, United Kingdom.

H.E. Dr. Mohammed Qubaty, Minister of Tourism of Yemen

A former Political Advisor to three Yemeni Prime Ministers, Professor Mohamed Qubaty is Yemen’s current Minister of Tourism and the former Minister of Information and Mass Media. He served as Yemen’s Ambassador to Lebanon and Cyprus and was knighted with the Order of Grand Officer of the Lebanese National Cedar Medal. Prior to being the Chairman of the Political and Foreign Relations Department of the Ruling Party, he worked as a surgeon and Professor of Surgery at the University of Sana’a. A Fellow of the Royal College of Surgeons, Dr. Qubaty graduated from King’s College London and holds a Master’s Degree from King’s College Cambridge and a PhD from the University of London.
Mr. Omar Valdez, Executive Director, UNWTO.Temens Foundation

Omar Valdez, Argentinean, holds a Bachelor degree in Public Relations and an Executive Master in Tourism Management at Instituto de Empresa, Madrid, Spain. Omar worked in different industries in Buenos Aires (Telecommunications, IT, Media) before moving to the Principality of Andorra, where he worked for Grand-valira (the largest ski resort in the Pyrenees and one of the largest in Europe) for three years. In 2004, Omar joined the UNWTO.Temens Foundation as a Senior Consultant. The UNWTO.Temens Foundation, founded in 1998 and based in the Principality of Andorra, is responsible for implementing the work programme on Education and Training of the World Tourism Organization, with the objective of supporting Member States in the formulation and implementation of educational policies, plans and instruments which effectively contribute to an improvement in the quality, competitiveness and sustainability of the tourism sector through excellence in education and training. Since 2010, Omar is the Executive Director of the Foundation.

Ms. Vanessa Satur, Programme Manager Technical Cooperation Programme, UNWTO

Vanessa Satur is the Programme Manager of Technical Cooperation and Services in the World Tourism Organization (UNWTO) – the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

With almost twenty year experience in the tourism industry, Ms. Satur has implemented over 60 projects in over 50 countries all over the world with areas of specialization ranging from national and local level tourism master planning; sustainable tourism development; institutional streamlining and strengthening; product development; marketing and promotion, capacity building in tourism management and hospitality services; hotel classification, tourism legislation and regulation, and, statistical strengthening and economic measurement of tourism. In addition, she has organized conferences and workshops on a number of topics of contemporary interest and concern in the tourism sector and has represented UNWTO at official events on numerous occasions.

Mr. Omar Valdez, Executive Director, UNWTO.Temens Foundation

Omar Valdez, Argentinean, holds a Bachelor degree in Public Relations and an Executive Master in Tourism Management at Instituto de Empresa, Madrid, Spain. Omar worked in different industries in Buenos Aires (Telecommunications, IT, Media) before moving to the Principality of Andorra, where he worked for Grand-valira (the largest ski resort in the Pyrenees and one of the largest in Europe) for three years. In 2004, Omar joined the UNWTO.Temens Foundation as a Senior Consultant. The UNWTO.Temens Foundation, founded in 1998 and based in the Principality of Andorra, is responsible for implementing the work programme on Education and Training of the World Tourism Organization, with the objective of supporting Member States in the formulation and implementation of educational policies, plans and instruments which effectively contribute to an improvement in the quality, competitiveness and sustainability of the tourism sector through excellence in education and training. Since 2010, Omar is the Executive Director of the Foundation.
Joseph Ruddy is a senior manager and international development specialist in workforce, education and training development, quality assurance and industry development in tourism with more than 30 years’ experience in international tourism development. He has participated in tourism projects for many corporations, tourism associations, national tourism offices and governments in Europe, Africa, India, China, Middle East, South East Asia, Russian Federation and USA. Joseph served as a consultant on major European Union projects, and has managed a range of tourism projects for the World Bank and United Nations. He also has extensive experience in the private sector tourism industry both working and owning businesses.


Dr. Joseph Ruddy, USAID Building Economic Sustainability through Tourism Project, Jordan

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Joseph is a native of Ireland and has graduated with a Ph. D in Management Development from University of Salford, UK; Master of Arts in Business and B.Sc. (Hons) in Marketing and Management from University of Dublin, Trinity College. He also holds numerous other qualifications in tourism and education including a Diploma in Hotel Management, and post-graduate Certificate in Higher Education, University of Leeds, UK.

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Mr. Ed Kastli, Vice President, International Sales, American Hotel & Lodging Educational Institute

Ed Kastli joined the American Hotel & Lodging Educational Institute, the training and education arm of the American Hotel & Lodging Association (representing the U.S. hotel industry with over 25,000 member properties), in October of 2009. As the Vice President of International at AHLEI, Kastli oversees and leads the organization’s international team and partner structure which comprises regional managers/directors and Affiliates and Licensees operating in 100+ countries globally, to further company’s non-profit mission and make available its hospitality training and educational programs to benefit a maximum of academic institutions, students and hotel professionals worldwide, with a special passion and dedication for implementing sustainable capacity building and workforce development projects funded by USAID, DAS, World Bank, IDB and GIZ in developing countries and emerging tourism destinations. He holds an M.B.A. in International Marketing Research from Montclair State University in New Jersey as well as a Certified Master Hotelier Supplier (CMHS) and Certified Guest Service Professional (CGSP®) designations with AHLEI.

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Mr. Mustapha Sultan, Board member, Egyptian Tourism Federation

Mostafa Sultan holds an Executive MBA from Alexandria University in collaboration with Georgia State University, J. Mack Robinson College of Business, Atlanta, U.S.A.

He is currently managing director of Travnile Travel, and has more than 17 years of experience in the tourism industry, especially in organizing meetings, incentives, conferences and exhibitions. He is an accredited trainer, an expert in human resource development and strategic management, prior to joining EFE Salvatore was director of marketing at the Federation of Malta, an MA in International Strategic Studies, an MA in International Political Science and a BA in Political Science from LUISS University.

Dr. Dina Al Dhaher, Director of Tourism and Transport, League of Arab States

Dr. Dina Hussein Emam Al-Zaher is the Director of Transport and Tourism in the Economic Sector of the General Secretariat of the League of Arab States and represents the Technical Secretariat of the Arab Ministerial Council for Tourism and the Council of Arab Ministers of Transport and their Executive Offices. She currently is following up through the technical committees concerned with the development and implementation of the Arab strategy for tourism and the axes of its implementation, which was adopted by the Arab Summit in 2012.

Salvatore Nigro, Global Vice President, Education for Employment

Salvatore Nigro is Global Vice-President of Education For Employment (EFE), the largest youth employment organisation in the MENA region. In this capacity, he leads EFE’s business development, partnership and programme management in Europe, supporting operations across 8 countries in the region. With over fifteen years of experience in workforce development and strategic management, prior to joining EFE Salvatore was Director of Advocacy at the Glocal Forum, where he contributed to one of the largest campaigns for youth and children in conflict areas: ‘We Are the Future’. He has advised governments, international organisations and employment agencies in the Mediterranean on the development of youth employment policies and programmes. He holds an MBA from the University of Malta, an MA in International Strategic Studies, an MA in International Political Science and a BA in Political Science from LUISS University.

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Mr. Ramzi Fawaz, Head of People & Culture, MEA, Amadeus IT Group

Ramzi Fawaz currently holds the position of Head of People and Culture – Middle East and Africa with Amadeus IT Group, based in Dubai, UAE. Amadeus IT Group is a leading provider of advanced technology solutions for the global travel industry. Throughout his international career, Mr. Fawaz has held several leadership roles in the UAE and Canada with various multinationals, including Impact BBDO and Magna International. Mr. Fawaz holds a Bachelor's degree in Economics and a Master's degree in Industrial Relations from the Université de Montréal.

Ms. Jasmin Taha Zaki, TV Anchor

Jasmin Taha Zaki is an Egyptian anchorwoman and TV host. She presented several TV shows covering social, cultural and political issues. In addition to presenting national/international events, conferences and festivals in Egypt and abroad. She was the Media Consultant to the Minister of tourism in 2016 and member of the advisory committee for the Cairo international film festival 2018. She is currently presenting 'Ambassador Aziza 'on DMC 2016 and member of the advisory committee for the Cairo international film festival 2018. She was the Media Consultant to the Minister of tourism in 2016 and member of the advisory committee for the Cairo international film festival 2018.

Mrs. Jihane Lahbabi, Chief Executive Officer, Fondation Marocaine de l’Education pour l’Emploi

Jihane Lahbabi-Berrada is the Interim Chief Executive Officer of EFE-Morocco, the leading youth employment NGO in Morocco addressing the skills gap by providing job seekers with market-driven skills trainings and job opportunities in high-demand sectors. Prior to joining EFE, Mrs. Lahbabi-Berrada was leading the development of The 1 billion social enterprise Groupe SOS in the United States through programs in employment and entrepreneurship. She also worked with the Clinton Foundation to develop career-readiness and workforce development programs in the United States following the 2008 recession. A dual citizen of France and Morocco, Mrs. Lahbabi-Berrada holds a Bachelor's degree in Economics & Public Policy and a Master's degree in Finance and Strategic Management from Sciences Po, Paris, and a Certificate in Social Sector Leadership from the American University of Cairo.

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Ms. Nora Abou El Seoud, Chief Executive Officer EFE|Egypt

Nora Abou El Seoud has more than 15 years of experience in the field of training and development in reputable multinational institutions and NGOs. Nora joined EFE|Egypt in 2012, where she held a series of increasingly significant roles within the organization to ensure excellence in all operations and to positively contribute to the attainment of the organization’s goals. Before joining EFE|Egypt, she spent years employed by The American University in Cairo (AUC), where she developed, managed and taught many programs and courses. She also worked at Amideast on implementing a project in cooperation with Indiana University, USA.

She then moved to work at Reginal IT Institute (RITI), where she oversaw all training and development projects as well as business operations. Nora graduated from The American University in Cairo (AUC) with a Bachelor of Arts degree in Economics & Business Administration. She then pursued her Master’s degree in Teaching English as a Foreign Language (TEFL) from AUC.

Dr. Hanan Saad Kattara, Professor of Hotel Management, Faculty of Tourism & Hotels, Alexandria University, Egypt

Prof. Dr. Hanan Saad Kattara is a Professor of Hotel Management at the Faculty of Tourism & Hotels, Alexandria University, Egypt. Dr. Kattara has extensive managerial experiences, in academic institutions as well as the hotel and tourism industry, for more than twenty years. From September 2011 to January 2018, Dr. Kattara was the dean of the Faculty of Tourism and Hotels in Alexandria University. She succeeded in leading the faculty to obtain accreditation from the National Quality Assurance Authority, and to have distinguished international relations and an exceptional global positioning. Dr. Kattara has a research and professional profile with both national and international focus. Her prime research area is human resource management, applied to the hospitality and tourism sector. Particular work focuses on general hotel management, marketing, and tourism operations. She also has excellent work experience with extensive practical knowledge and know-how. Dr. Kattara has a number of research publications in distinguished journals. She is also a member of the editorial board in top research journals. She was involved in collaborative research networks and projects with outstanding international education and research institutions. In addition to her scientific and practical background, Dr. Kattara is active in serving the tourism and hospitality industry through her contribution and membership in national and international associations, committees, and social initiatives.
Dr. Heba Handoussa, Managing Director of the Egypt Network for Integrated Development, (ENID/ELNIDAA)

Prof. Heba Handoussa has recently founded a Development Initiative: The Egypt Network for Integrated Development (ENID) in 2012. ENID is a ten-year project under the United Nations Development Programme (UNDP), and under the umbrella of Egypt’s Ministry of International Cooperation. Its purpose is to design, develop and implement effective strategies that address obstacles to vital social and economic development challenges in the Upper Egypt Governorates of Qena, Luxor, Aswan and Souhag. Prof. Handoussa was previously the lead Author of the Egypt Human Development Report (EHDR) 2010 titled Youth in Egypt: Building our Future which was awarded by UNDP Headquarters in New York a commendation for best National Human Development Report across 50 countries. She was also Director and Lead Author of three previous EHDRs in 2007, 2005, and 2004. Prior to this, and for ten years (1993-2003), she was Founder and Director of the Economic Research Forum for the Arab Countries, Iran and Turkey (ERF). Prof. Handoussa joined the American University as a professor of economics from 1978-1993. Prof. Handoussa has consistently served as an advisor to the Ministry of Industry and Trade for 14 years. In 2015, she became a member of the World Bank Chief Economist’s Council of Eminent Persons (CEP).

Mr. Haitham Mattar, Chief Executive Officer, Ras Al Khaimah Tourism Development Authority

With over 25 years of experience in global destination/hospitality management and marketing, Mattar was appointed in May 2015 to drive the economic growth of Ras Al Khaimah by positioning the Emirate as a world-class destination for business and leisure tourism.

Under his leadership, Ras Al Khaimah is achieving continued growth in visitor numbers and netting a growing share of the global outbound tourism market.

Mattar holds a Bachelor’s degree in Marketing from the University of Central Florida, USA, and a MBA in Marketing from the University of Liverpool, UK, having completed a thesis on the sustainability of tourism in Dubai.
Ms. Ghadeer Khuffash, Chief Executive Officer, Jordan Education for Employment

Ghadeer is a workforce and women’s rights activist with a passion for EFE’s mission and a long-term, strategic vision for addressing youth unemployment in Jordan and throughout the MENA region. Trained academically as an engineer, Ghadeer comes to JEFE with a wealth of expertise in workforce and business development, project management, and fundraising. Prior to joining JEFE, Ghadeer worked as the Executive Director at Luminus Group, and as a Business Acquisition Manager at DAI. She is now the CEO for Jordan Education for Employment (JEFE), a nonprofit organization that is part of a network affiliates in Washington, Madrid, Dubai, Egypt, Tunisia, Morocco, Algeria, Saudi Arabia, Yemen, Jordan and Palestine.

JEFE works on empowering youth with the needed soft and technical skills and then link them with the private sector with jobs, as well as it provide a training for self-employment, based on a demand driven approach. Under Ghadeer’s leadership, JEFE’s team, outreach, and implementing capacity has increased dramatically, and JEFE continues to establish itself as a national leader in creating economic opportunities for unemployed youth in Jordan.

Natalia Bayona, UNWTO-Senior Expert to Secretary General on Innovation and Digital Transformation

Natalia Bayona is the leader of the Innovation and Digital Transformation Strategy of the World Tourism Organization (UNWTO). Natalia Bayona holds a Bachelor degree in Government and International Relations from the Universidad Externado de Colombia and an Executive MBA from IE Business School. She is part of the World Economic Forum network as a European Digital Leader for IE Business School. She is part of the World Economic Forum network as a European Digital Leader for IE Business School. In 2017, she served as the Vice President of International Development for the Spain Startup - South Summit. Natalia organized the first South Summit Pacific Alliance, connecting the main stakeholders of the entrepreneurship ecosystem of Colombia, Chile, Mexico and Peru.

In 2016, she began her ten year tenure in ProColombia, during which she has lived in six countries where she has developed strategies that boost export, foreign investment and tourism for Colombia.