



UNWTO Tourism Tech Adventure Forum: Americas

Buenos Aires, Argentina, 11-12 December, 2018

PROGRAMA PROVISIONAL

Tuesday, 11 December (by invitation)

10:00-13:00 Startup Training by IE Business School: The art of seducing an investor (Location: Unidigital)

- **Joe Haslam**, Executive Director, Owners Scaleup Program and Associate Professor, IE Business School, CEO and Co-founder of Hot Hotels
- **Nacho Matteo**, Chief of Investor Relations, IE Business School

13:00-14:30 Break

14:30-16:00 City Tour in Buenos Aires

16:00-16:30 Welcome Coffee (Location: Unidigital)

16:30-17:00 Inauguration and Welcome Remarks

The inauguration of the Unidigital Tourism Innovation Center marks the commitment of the collaboration of the public and private sectors to drive innovation in Tourism in the region of the Americas.

- **Zurab Pololikashvili**, Secretary-General, World Tourism Organization (UNWTO)
- **Gustavo Santos**, Secretary of State, Secretary of State of the Republic of Argentina
- **Felipe Duran**, CEO and Founder, Unidigital

17:00-17:30 Tour of the Unidigital Tourism Innovation Center

17:30 Transfer for Ministers to Cultural Center Kirchner (CCK)

18:00-20:00 Ministerial High-level Seminar: How to develop a successful digital strategy in the Americas

- **Antonio López de Ávila**, Director, Director, IE Travel & Tourism Innovation Center, IE Business School
- **Kevin Sigliano**, Professor, Global Master in Business Analytics and Big Data, IE Business School, Co-founder, GoodRebels

21:00-23:00 Welcome Dinner: Argentinian Asado

Wednesday, 12 December

08:30-09:30 Welcome Coffee

09:30-09:45 Opening Ceremony

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- **Zurab Pololikashvili**, Secretary-General, World Tourism Organization (UNWTO)
- **Gustavo Santos**, Secretary of State, Secretary of State of the Republic of Argentina
- **Alejandro Roemmers**, Special Advisor, World Tourism Organization (UNWTO)

09:45-10:00 Keynote: Tourism 4.0 – The Power of Branding in the Digital Era

At a time when tourists are increasingly demanding more competitive tourism offers, digital branding can become a powerful alternative to positioning destinations and attract new tourists.

- **Andy Stalman**, Managing Director, Totem Branding

10:00-10:30 The Digital Traveler and Trends That Will Define the Future of Tourism

Technology has transformed all stages of the tourism journey. From how we find inspiration, investigate, compare and then live the experience in destination. Consumers defy current paradigms by changing their habits and increasing their demands.

This session will identify trends through data that define tourists today, as well as present the innovations that will transform the tourism sector in the coming years.

Moderator: **Natalia Bayona**, Senior Expert on Innovation and Digital Transformation, World Tourism Organization (UNWTO)

- **Santiago Pachano**, Sector Lead, Google Argentina
- **Marco Boffa**, Director of Tourism Politics and Innovation, Tourism Office of Belo Horizonte, Belotur
- **Alexia Keglevich**, CEO, Assistcard Global

10:30-11:30 Startup Battlefield I

Moderador: **Nacho Mateo**, Chief of Investor Relations, IE Business School
Investors:

- **Daniel Santamaria**, Founding Partner, Dux Capital
- **Gustavo Huerta**, CEO, Bluebox
- **Ian Noel**, Cofounder, Kfund
- **Mercé Tell**, Co-founding Partner, Nekko Capital
- **Patricia Saenz**, Managing Partner, Mountain Nazca Colombia

11:30-11:45 Coffee Break

11:45-12:15 Jobs of the Future: Managing Talent in the Digital Era



The technological revolution has brought with it a fundamental transformation to the jobs that we know today. Some of the consequences of this transformation are the threat of automation and the new skill and qualification requirements of employees as we move into the digital era.

Taking advantage of the opportunities provided by the jobs of the future will depend on the ability of governments, corporations, universities and individuals to identify the required qualifications, update curricula, and promote retraining of workers.

Moderator: **Susana Echavarría**, CEO and Ecosystem Builder, Organización Puerto de Cartagena

- **Hany Fam**, President, Mastercard Enterprise Partnerships, MasterCard
- **Marcelo Di Pietro Peralta**, World Intellectual Property Organization (WIPO)
- **Martin Migoya**, Founder, Globant
- **Mónica Quintana**, Talent and Innovation Expert and CEO, Mindset

12:15-12:30 Keynote: Passion is the Essence of Entrepreneurship - Destinia

- **Amuda Goueli**, Co-founder & CEO, Destinia

12:30-13:00 Open Innovation in the Americas: How can Government, Corporations, Startups and Investors collaborate in Tourism?

Bringing innovations from the discovery stage to the implementation or commercialization stage requires the participation of numerous actors, including governmental and academic institutions, small and large companies, investors and acceleration and incubation centers.

An ecosystem of innovation and entrepreneurship and a dynamic environment, where the actors work together as a unit, are a precondition for tourism to remain competitive and grow sustainably.

Moderator: **Natalia Bayona**, Senior Expert on Innovation and Digital Transformation, World Tourism Organization (UNWTO)

- **Alec Oxenford**, Co-founder, OLX y letgo
- **Alexandre Jerre**, Vice President for LATAM, Amadeus Argentina
- **Juan Pablo Lafosse**, CEO, Almundo

13:00-14:00 Lunch Cocktail

14:00-15:00 Startup Battlefield II

Moderator: **Nacho Matteo**, Chief of Investor Relations, IE Business School Investors:

- **Ariel Arrieta**, Co-founder and Managing Partner, NXTP Labs
- **Nico Berman**, Partner, Kaszek Ventures
- **Rafael De Haro**, Co-Founder and Managing Partner, VARIV Capital

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- **Sebastián Falus**, Founder and CEO, TIJE Travel
- **Susana Espinosa**, Investment Analyst, Angel Ventures

15:00-15:15 Presentation: UNWTO Data Tourism Challenge 2018 Winner

15:15-15:30 Keynote: Buenos Aires Success Story

- **Federico Esper**, Director of Market Intelligence, Travel Buenos Aires

15:30-16:15 Ministerial and Investors Discussion: Towards a New Generation of Tourism Investment Policies in the Americas

Global policy environment plays a crucial role and it can effectively mobilize investment for sustainable tourism development. Accelerating the private sector engagement and investments in the new business models in the tourism sector is among the top priorities of every Government in the region. Still, public policies are often left disrupted by the new disruptive business models.

In this unique debate policy makers and investors will shed light on guiding investment public policy principles and as well as will debate on challenges and opportunities for tourism investment in the Americas.

Moderator: **Alejandro Varela**, Deputy Director of the Regional Department of the Americas, World Tourism Organization (UNWTO)

16:15-16:30 Closing Ceremony and Awards Ceremony