

World Tourism Day 2017 Official Celebration

“Sustainable Tourism – a Tool for Development”

Doha, Qatar, 27 September 2017

An official event of the International Year of Sustainable Tourism for Development 2017

SPEAKERS PROFILES

Opening Ceremony



H.E. Sheikh Abdullah bin Nasser bin Khalifa Al Thani, Prime Minister and Minister of Interior of the State of Qatar



Mr. Hassan Al-Ibrahim, Chief Tourism Development Officer, Qatar Tourism Authority (QTA)

Hassan Al Ibrahim leads the Tourism Development Sector of Qatar Tourism Authority, the government entity responsible for the planning, regulating and promoting a sustainable tourism sector in Qatar.

Heading a multi-disciplinary team of specialists, Hassan is responsible for the development, implementation and monitoring of national and institutional strategic plans, performance management systems and quality assurance programmes across QTA.

Prior to joining QTA in 2012, Hassan served in several senior positions in the Marketing and Project Management departments of RasGas Company Limited, a leader in natural gas in Qatar.

Hassan holds a BEng in Computer Engineering, an MSc in Project Management as well as an EMBA degree at HEC Paris, Qatar.



Helen Marano, Senior Vice President, World Travel & Tourism Council (WTTTC)

Having joined WTTTC in 2012, Helen Marano serves as a conduit for the advocacy efforts of WTTTC in representing the industry perspective to government leaders and organisations. She heralds the importance of Travel & Tourism for the economic and social benefits the sector contributes to the world community. Helen is a seasoned leader, having previously led the National Travel & Tourism Office of the United States for over a decade. This involved industry relations, policy formation, and overseeing the statistical system for travel and tourism for the US.

Her legacy includes the establishment of the Travel and Tourism Satellite Account for the USA, overseeing the negotiations for the opening of Chinese group leisure travel to the USA, and helping to establish the national tourism marketing organisation, Brand USA.

Ms. Marano oversaw the content for the Travel and Tourism Advisory Board of private sector CEOs, and the work of the interagency Tourism Policy Council. Ms Marano was engaged in the establishment of the electronic travel authorisation system (ESTA) which also supported the creation of Brand USA.

Her continued leadership at WTTTC and engagement in intergovernmental organisations ensures government and private sector efforts to improve and protect the sustainability of the sector.



Mr. Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)

Mr. Rifai is Secretary-General of the World Tourism Organization (UNWTO). He has an extensive background in international and national public service, the private sector and academia. He was Assistant Director General of the International Labour Organization (ILO), held several ministerial portfolios in Jordan (Planning and International Cooperation, Information and Tourism and Antiquities), CEO of Jordan's Cement Company, Director of the Economic Mission to Washington and Director General of the Investment Promotion Corporation of Jordan. Mr. Rifai has a Ph.D. in Urban Design and Regional Planning (University of Pennsylvania, Philadelphia), an M.A. in Engineering and Architecture (Illinois Institute of Technology, Chicago), and a BS.c. in Architectural Engineering (University of Cairo in Egypt).

Keynote Speech: "Aviation's Role in Building Sustainable Tourism"



H.E. Mr. Akbar Al Baker, CEO, Qatar Airways

Mr. Akbar Al Baker has been instrumental in shaping the development of Qatar Airways into one of the fastest growing and most highly acclaimed airlines in the world – named Airline of the Year 2017, 2015, 2012, 2011 and runner up in 2016, 2014, and 2013 by global industry audit Skytrax.

Mr. Al Baker has spearheaded the growth of Qatar Airways, which operated only four aircraft in a regional capacity prior to his appointment. Qatar Airways currently flies 200 aircraft to more than 150 destinations across six continents.

A highly motivated individual, Mr. Al Baker has been a successful businessman in Doha for more than 25 years, holds a private pilot licence, and is also CEO of several divisions of Qatar's national airline.

Born in Doha, he is a graduate in Economics and Commerce and worked at various levels in the Civil Aviation Directorate before becoming Qatar Airways' Group Chief Executive in 1997.

High Level Think Tank: Tourism as a means for creating opportunities, enhancing cultural preservation and mutual understanding



Mr. Max Foster, Anchor, CNN International

Max Foster is a CNN anchor and correspondent based in the network's London bureau. He anchors the European edition of CNN Newsroom and is the network's London Correspondent.

Foster joined the network in 2005 and one of his first assignments was to front special coverage around the failing health of Pope John Paul II. He has since fronted numerous major events including the Lebanon War, the Mumbai Attacks in 2008 and the 2014 Peshawar school attack. He field-anchored at the wedding of Prince William

to Kate Middleton, the British general election in 2015 and the Paris attacks in the same year.

Foster has secured several high profile interviews with the likes of Stephenie Meyer, Steve Jobs, Bill Gates, David Cameron and Michael Caine and has had a string of royal exclusives including: Prince Charles, to mark ten years of marriage to The Duchess of Cornwall; Prince William, to mark the birth of his heir Prince George; and Queen Margrethe II of Denmark for her 40th Jubilee.

Foster joined CNN from the BBC News, where he had a ten-year career, most notably as a business presenter and correspondent for BBC World Service and BBC Breakfast. He covered the Asian financial crisis and the launch of the Euro.

Foster has a degree in Business Administration from Cardiff University and a Postgraduate Diploma in Broadcast Journalism from Highbury College, Portsmouth. He lives in the Berkshire countryside with his wife and three young children.



H.E. Mr. Edmund Bartlett, Minister of Tourism of Jamaica

Recognized for his wide-ranging expertise and accomplishments in the political arena, Honourable Edmund Bartlett has given over thirty-five years of service to Jamaica, working in both chambers of Jamaica's Parliament – the Senate and House of Representatives.

Mr. Bartlett was first appointed Minister of Tourism in 2007, serving until December 2011. Prior to this appointment, he already had a solid track record of service as an outstanding legislator in central government in both Chambers of Parliament. He served as Minister of State for Information, Broadcasting and Culture in the Office of the Prime Minister and Minister of Youth, Sports & Community Development from 1980 to 1989; later he served as Senator and Opposition Spokesman on various portfolios, including Tourism, from 1989 to 2007. While serving in the shadow Cabinet

following his first stint as Tourism Minister, Mr. Bartlett traveled the world forging alliances with strategic partners for global initiatives. He returned to the helm of the Ministry of Tourism following the February 2016 victory at the polls by the Jamaica Labour Party.

Beyond the duties of his assigned portfolio, Minister Bartlett has continually championed the advancement of education, skills training and job creation as ways of improving the lives of his constituents in East Central St. James. He is passionate about education and so his efforts have been about creating scholarships for both

students and teachers, thus raising the bar for educational achievements. He has also worked tirelessly to improve the welfare of the elderly and disabled in his constituency.

Mr. Bartlett has also represented Jamaica regionally and internationally and currently chairs the Board of Affiliate Members of the United Nations World Tourism Organization (UNWTO). He is the first person to serve on the executive of both the public and private sector arms of this prestigious organization. During his first tenure as Tourism Minister he served as Vice Chairman of the Executive Council of the UNWTO, representing the Americas. He also served as Vice President for the 19th General Assembly of the UNWTO held in South Korea in 2011.

A graduate of the University of the West Indies, where he majored in accounting, he has worked at the senior management level in the areas of marketing and sales as well as accounting, for major multi-national companies operating in Jamaica, prior to entering elective politics.

Minister Bartlett has been married for over 43 years and has two children. His passions include cricket, dominoes and dancing. At work and at play, he lives by the words of Marcus Garvey, Jamaica's first National Hero:

"God and Nature first made us what we are, and then out of our own creative genius we make ourselves what we want to be. Follow always that great law: Let the sky and God be our limit and Eternity our measurement."



H.E. Mr. Eugene Lenn Nagbe, Minister of Information, Culture and Tourism of Liberia

Minister Eugene Lenn Nagbe is one of Liberia's experienced public servants with a long and outstanding political career spanning over nearly 17 years at very high levels in government. Prior to his current preferment as Minister of Information, Cultural Affairs and Tourism, he served as the Minister of Youth & Sports, Minister of Transport and as Minister of Post and Telecommunications. In his illustrious career thus far, Minister Nagbe has served in several other senior level positions in government, including Chief of Staff in the Office of the Vice President, Special Assistant to the Vice President of Liberia, Assistant Director of Police for Administration, the Liberian National Police, Assistant Director General for News and Public

Affairs, the Liberia Broadcasting System (LBS), and also as Director of Public Affairs at the Ministry of State for Presidential Affairs. In these positions Minister Nagbe served with distinction. He represented his country at several high level International meetings and conferences, across the world.

In addition to his accomplishments, the Honorable Nagbe is a trained, experienced and accomplished career journalist. He obtained his Bachelor of Arts in Mass Communications from the University of Liberia, after having completed his high school/Secondary Education at the Cape Palmas High School in Maryland County, Liberia. He has served as feisty reporter for several progressive local papers, including Mirror, Torch Light and Monrovia guardian Newspapers, before rising through the ranks to the positions of Sub-editor and Editor, of the Guardian, Dukpa and Sports World Newspapers respectively.

Beyond his regular engagements in government, the Hon. Eugene Lenn Nagbe has also been a formidable and actively engaged political pundit and commentator. He served as Deputy National Campaign Manager for the ruling Unity Party and later National General Secretary prior to which he served as National Secretary of the Congress for Democratic Change (CDC) and also held brief membership with the National Patriotic Party of Liberia.

In his current capacity, Minister Nagbe is leading the rebirth of the tourism sector which was decimated by war. Under his leadership, Liberia's National Tourism Trade Strategy and a comprehensive action plan was developed with funding and technical support from the International Trade Centre and the Enhanced Integrated Framework of the world Trade Organization and the UNWTO. Airf Tourism and Eco Tourism have now began to make baby steps asnanresult of the implementation of this plan. The historic Nimba tropical

rainforest, with great bio-diversity and the Providence Island, where freed slaves landed upon return to Africa are now on UNESCO tentative listing as world heritage sites.

Additionally, Honorable Nagbe is an active athlete and a strong lover of sports, especially soccer. He is the Secretary General of the Mighty Barrolle Sports Association (BSA) and a member of the Alpha and Bucks County Old timers Sports Association.



H.E. Mrs. Selma Elloumi Rekik, Minister of Tourism and Handicrafts of Tunisia

Mrs. Salma Elloumi Rekik is a Political Woman and has held the position of Minister of Tourism and Handicrafts since February 6th 2015.

Founding member of the Party of Nidaa Tounes.

On October 23rd 2014, she was elected Member of the Assembly of People's Representatives in the first constituency of Nabeul (head of list of Nidaa Tounes).

Mrs. Salma Elloumi Rekik held several positions before 2012, as a Businesswoman in the Elloumi Group: Chairman and Managing Director of a multinational Group of companies, specialized in the production of electric wiring harnesses for automobiles, in particular for manufacturers like Renault, Peugeot, Volvo, Opel, Volkswagen.

She was a member of the "European Financial Steering Committee" of Packard Electric System Division of General Motors (N° 1 world at the time, of electrical wiring production for the Automobile industry) for more

than 10 years.

She has also created and developed a Group of companies in the field of agriculture and production of fresh fruits and vegetables, as well as in the agro-food industry specialized in deep-freezing and preparing fruit for the dairy industry in Tunisia and Egypt for the local market and for export (the first company to obtain ISO 22000 certification in Tunisia and the 7th in the world).

In addition to her professional activities, Mrs. Salma Elloumi Rekik has carried out several economic and social activities:

- Founding member of the National Chamber of Businesswomen,
- Member of the Economic and Social Council,
- President of the Tunisian-Egyptian Business Council,
- Member of the Executive Board of the Arab Institute of Business Leaders,
- As well as Honorary Consul of an African country.
- University cursus

Mrs. Salma Elloumi Rekik holds a Master's degree in marketing from the High Institute of Management (ISG). She also completed her first year of the third cycle in Economy and Management at the Faculty of Law of Tunis.

She has also undergone several trainings in the fields of project management, crisis management, the system of excellence, as well as in the programs of the International Organization for Standardization.

Mrs. Salma Elloumi Rekik speaks Arabic as a mother language and has linguistic skills (written, read and spoken) in both French and English. In addition, she is fluent in Italian both written and spoken.

Decorations

2017: The order of Merit (First class), the republic of Italia .

2017: The order of the republic (Tunisia) .

Married, 3 children



H.E. Mr. Avedis Guidanian, Minister of Tourism of Lebanon

Born on the 21st of November, 1966, Avédís Dikran Guidanian went to Mesrobian High School, and pursued his university studies at the Lebanese University's Science Faculty, Physics Department.

He joined the Tashnag Party in 1985, where he assumed several positions, starting as the head of the students committee, then as the party's representative in Lebanese parties' meetings, and then as the head of the party's electoral machine. Guidanian has represented his party during major conferences, including the World Conference of Political Parties in Asia (ICAPP), which he attended twice, in Kazakhstan and Cambodia.

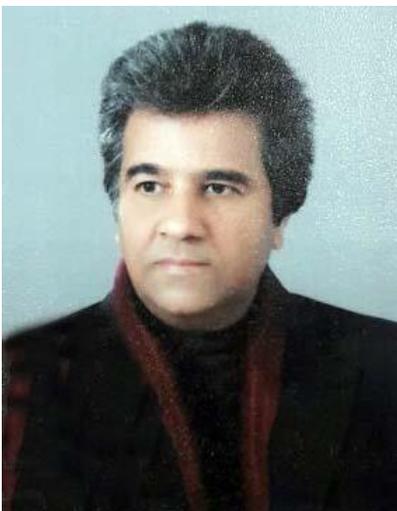
He was elected member of the party's central committee for the first time in 1998. He was the director of the Tashnag Party's central committee offices from

2001 until 2005. In November 2009, he was assigned as the manager of the party's radio, Radio Van FM.

In 2015, he was elected the vice president of the Tashnag Party.

Guidanian is married to Annie Kokajian and has two children, Araz and Serouj.

He was appointed Minister of Tourism in the Lebanese Cabinet, on 18th December 2016.



H.E. Mr. Chaudhry Abdul Ghafoor Khan, Managing Director, Pakistan Tourism Development Corporation (PTDC)

Ch. Abdul Ghafoor Khan was born on 10th September, 1960 in Lahore. He graduated in 1994 from University of the Punjab, Lahore. He is an agriculturist, who served as Member, District Council Lahore. He remained Member, Provincial Assembly of the Punjab during 1997-99, 2002-07 and 2008-2013. He was Deputy Opposition Leader in Punjab Assembly from 2002 to 2007. He served as Minister for Punjab Provincial Assembly from 2008 to 2013 for the following Ministries:

- i. Food
- ii. Departments of Prison,
- iii. Mine & Minerals,
- iv. Industries,
- v. Planning & Development, Commerce & Investment
- vi. Tourism

He was appointed Managing Director, Pakistan Tourism Development Corporation on 16th September, 2016.



Mr. Frano Matušić, State Secretary, Ministry of Tourism of Croatia

Mr Frano Matušić was born in Dubrovnik in 1961. He graduated at the Zagreb Academy of Music in 1987 obtaining a title of the academic musician – guitar player and guitar professor.

In his professional career he was guitar professor at the Luka Sorkočević Art School in Dubrovnik, member and founder of the Dubrovnik Guitar Trio, member and founder of the Dubrovnik Chamber Choir, prolific composer as well as Head of the Luka Sorkočević Art School in Dubrovnik, Director (Artistic Director) of the Dubrovnik Summer Festival and still is President of the Croatian Association of Music and Dance Pedagogues.

His political career encompasses, among others, positions in the Dubrovnik County Assembly, Croatian Parliament, Deputy Mayor of the City of Dubrovnik,

Head of the Delegation of the Croatian Parliament to the Parliamentary Assembly of the Council of Europe, member and/or President of numerous Parliamentary Committees.

Mr Matušić is currently State Secretary in the Ministry of Tourism of the Republic of Croatia. He speaks English and German.



Mrs. Nada Roudies, Secretary General, Department of Tourism of Morocco

Ms. Nada Roudies is the secretary-General at the Department of Tourism since March 2013, and has been working in the public sector for 18 years in two sectors that are considered key drivers of the Moroccan economy: industry and tourism.

She first ran in 2005 the strategy department at the Directorate of Tourism Strategy and Cooperation, and became in October 2007 the director of the Directorate of Regulations, Development, and Quality that has, among its main missions, to coordinate the sustainable tourism strategy, and the professionalization of tourism activities.

Ms. Roudies is an international expert of Sustainable Tourism; She chaired the Global Partnership for Sustainable Tourism from 2013 to 2015 and is

currently Co-Lead of the Sustainable Tourism Programme under the 10 Years Framework of Programmes on Sustainable Consumption & Production (10YFP STP).



Ms. Anna Paolini, Director of the UNESCO Office in Doha

Dr Anna Paolini is UNESCO Representative in the Arab States of the Gulf and Yemen and Director UNESCO Doha Office since September 2013.

She was UNESCO Representative and Head of Office in Uzbekistan from 2007 to 2009 and later she covered the same position in Jordan. In 1992, she joined UNESCO as specialist in the field of culture at the Regional Office in Amman. In 1997, she moved to UNESCO HQ covering several positions within the Culture Sector including for being responsible of movable heritage activities and on heritage in conflict response. Prior to that, she held a research associate role at the Institute of Architecture of Venice, worked in restoration in Italy and carried out researches in the field of urban rehabilitation in several Arab and African countries. She holds a Master's degrees in Architecture and a master degree in Urban and

Regional Planning for Developing Countries, a post-graduate degree on Development Cooperation, as well as a Ph.D in Urban and Territorial Engineering.

Mrs. Paolini is a member of the International Council of Museums (ICOM) and the Italian Association of Professional Architects and author of several papers on different cultural heritage subjects.

Communicating the value of tourism for development



Mr. Tom Hall, Editorial Director, Lonely Planet

Tom Hall is Editorial Director at Lonely Planet as well as being a long-standing travel writer and industry expert in the media. He heads up Lonely Planet's world famous content team, overseeing teams of multimedia destination experts and international contributors producing up-to-date travel inspiration and advice for online, print, magazines and video. He is also a member of Lonely Planet's executive team.

As well as a contributor to dozens of Lonely Planet books and Lonely Planet Traveller magazine he also

writes for The Guardian and other newspapers in the UK and is a regular voice covering travel on CNN, BBC News, Sky News and many other national and international broadcasters. Tom is lucky enough to have travelled widely but lists Istanbul as his favourite destination due to his fascination with world history.

Special session on Tourism and the Planet: committed to a greener future



H.E. Mr. Mohammad Abdullah Al Rumaihi, Minister of Municipalities and Environment of Qatar

Appointed Minister of Municipality and Environment as of 27/01/2016. As Minister of Municipality and Environmental His Excellency Mohammed bin Abdullah Al Rumaihi is responsible to overlook and enforce the general policy of the state of Qatar and its developmental plans, its views and recommendations regarding developing the

regulations and Municipal services within the government and the State.

- **Qualifications:**

Bachelor's degree military science (Saint-Cyr military School) / France, in 1980.

Diploma Science artillery – Chiefs of Staff artillery cycle – Pakistan, 1984.

Master military science and leadership and Chiefs of Staff, the Higher School Joint Chiefs of Staff / France in 1987.

Diploma Higher Military Studies 1988 - Supreme Session of the Joint War / France.

- **Languages:** (Arabic, English , French).

- **Medals and decorations:**

- The National Order of Merit of the French Republic in 1999.

- Legion of Honor of the French Republic in 2009.

- Green Crescent Accolade - the Republic of the Comoros.

- **Honorary posts:**

- Member of the Board of Georgetown University Management - Qatar.

- Member of the Board of Directors Conferences - Qatar Foundation for Culture, Science and Community Development.



Mr. Abdulla Hassan Al-Mehshadi, Chief Executive Officer, Msheireb Properties

Mr. Abdulla Hassan Al-Mehshadi is the Chief Executive Officer of Msheireb Properties, a subsidiary of Qatar Foundation.

Prior to Joining Msheireb Properties, Al-Mehshadi held a number of senior positions within the engineering and construction fields. Most recently he held the title of Managing Director and Technical Affairs Director of the Private Engineering Office (PEO). He also consulted for the Ministry of Environment where he advised on waste management and recycling, a concept close to the heart of Msheireb Properties' commitment to sustainability.

Mr. Abdulla Al-Mehshadi has held key positions at Qatar Fertiliser Company (QAFCO) where he was the Technical Manager for the first

Melamine plant project in Qatar. He advised across the major phases of the project including engineering, procurement, construction and commissioning, and was later promoted to Maintenance Manager.

Mr. Al-Mehshadi holds Bachelor's Degree in Mechanical Engineering and a Higher National Diploma in Mechanical Engineering from the University of Huddersfield in the UK. Continuing his education in Qatar, he

now holds an Executive Master's Degree of Business Administration from the HEC Paris in Qatar and a diploma in leadership from Qatar Leadership Centre.

In addition to his academic and career achievements, Mr. Al-Mehshadi currently serves as an Advisory Board Member of the Stenden University Qatar, Premier Inn Doha Hotels Chairman of the Board, TiME Qatar for Project Management member of the Board, Mandarin Oriental Hotel Doha Chairman of the Board, and as a Member of the Board of Directors of the GCC-wide chapter of HEC Paris Alumni.



Mr. Fernando Olivera, Minister of the State of Guanajuato, Mexico

With a university degree in Touristic Business Administration by the Anahuac University in Mexico, Mr. Fernando Olivera has also a Master Degree on International Marketing and Commercial Direction by the Business Institute of Madrid. He is Candidate to receive the Tourism Doctorate by the UNWTO and the Antonio de Nebrija University, in Madrid, Spain.

He took protest as Secretary of Touristic Development in the Cabinet of the Governor Miguel Marquez Marquez on September 26, 2012, and was subsequently appointed Secretary of Tourism of the same Cabinet in early 2013. Various national and international associations have recognized him for his great work in front of the Tourism of Guanajuato, and his great experience and trajectory in the Tourism of Mexico, becoming a reference and consultant of many professionals and organizations.

As a public server, Mr. Fernando Olivera has also held positions in the Federal Government as General Director of FONATUR Operator; in the Federal Ministry of Tourism, as General Director of Touristic Culture Development and General Director of Touristic Product Development, finishing as Vice Minister of Touristic Operation. He was one of the main collaborators in the creation of the National Tourism Agreement, the cornerstone for the new touristic policy in Mexico.



Mrs. Sofia Panayiotaki, CEO, PR MEDIACO

Entrepreneurship, travel and an intrinsic, inquisitive nature have always been the pillars of Sofia's extensive career history. To start, Sofia earned a leading role as a broadcast journalist breaking news stories in Japan, Greece and the UK. Working with some of the biggest media outlets in the world, including REUTERS, BBC and NHK, Sofia managed her position both in front and behind the camera for over two decades. During this time, she also coordinated the international broadcasting of the 2004 Athens Olympic Games in HD.

From there, Sofia set up the global production house NEEDaFIXER using her first-hand knowledge of the media industry. NEEDaFIXER now produces more than 300 films, documentaries, television shows and

commercials annually.

In addition to her media background, Sofia chaired the European Travel Commission in Asia for three years, overseeing the strategies and marketing campaigns of 28 European countries. She then spent seven years as the Head of the Greek National Tourism Organisation in Japan and the UK.

Capitalising on her love of travel, Sofia established PR MEDIACO, a leading UK based travel PR and communications agency specialising in destination branding and marketing. As the managing director of PR MEDIACO, Sofia continues to produce consistent and sustainable results for tourism boards, hotels, travel leisure parks and consumer brands worldwide.

Educated in the universities of Athens (Greece), Leuven (Belgium) and Nagoya (Japan), Sofia holds a Master's Degree with distinction on International Sustainable Development.

With five languages in the bank (English, Greek, Japanese, French and Italian), Sofia is a regular speaker at travel trade exhibitions and international conferences around the world.



Mr. Patricio Azcárate Díaz de Losada, Director, Responsible Tourism Institute

Patricio holds a bachelor's degree in biology from the Universidad Complutense de Madrid and an MBA from the MBA Business School. He has more than 10 years of professional experience in the field of scientific research and in the tourism sector. He is responsible for the coordination and strategy of Biosphere projects, and contact point at an international level.



Dr. David Ermen, Senior Manager, Lodging and Tourism Clients Group, PwC

Dr. David Ermen heads up the destination and hospitality education services within PwC Switzerland's Lodging & tourism Clients Group. In this role, he assists clients throughout Europe, Africa, the Middle East, and Asia with destination strategy development and redesign, market study analyses, and creating customised education tools that maximise staff performance and increase revenues.

He researches, teaches, and guest lectures on service management and destination marketing related topics at tourism schools in Switzerland and abroad. He is currently leading the private sector study for the UNWTO's report "Journey to 2030" for the International Year of Sustainable Tourism for Development, which will be presented at the official closing ceremony in Geneva in December.