

**1<sup>st</sup> March 2018**

## ***Mediterranean Tourism Forum 2018 – Master Classes***

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- 1. HOTEL ENERGY EFFICIENCY ACROSS THE MEDITERRANEAN - THE 'BEST' SOLUTION FOR HOTELS IN MALTA**
- 2. THE STATE OF HOSPITALITY AND INVESTMENT ACROSS THE MEDITERRANEAN REGION**
- 3. INFRASTRUCTURE, ARCHITECTURE & DESIGN: CREATING THE RIGHT ENVIRONMENT TO MEET CUSTOMERS' NEEDS**
- 4. TOURISM AND THE SHARING ECONOMY**
- 5. SUCCESSFUL DESTINATION DEVELOPMENT & PROMOTION – TOURISM FILM FESTIVAL**
- 6. WOMEN IN TOURISM LEADERSHIP**
- 7. HR's EVOLVING ROLE IN THE HOSPITALITY SECTOR**
- 8. FAITH BASED TOURISM - CREATING THE MEDITERRANEAN CHRISTMAS DESTINATION**
- 9. TECHNOLOGY – REDIFINING THE FUTURE OF HOSPITALITY**
- 10. HERITAGE MEDITERRANEAN CULINARY – MASTER CHEF SHOW COOKING**
- 11. MEDITERRANEAN MUSIC FESTIVAL – RADIO ITALIA, IL CONCERTO**
- 12. BLUE GROWTH, INNOVATION AND NAUTICAL TOURISM**

### **Business Breakfast 1: Hall A**

## **HOTEL ENERGY EFFICIENCY ACROSS THE MEDITERRANEAN - THE 'BEST' SOLUTION FOR HOTELS IN MALTA**

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During the latest Mediterranean Tourism Foundation expertise in the field of energy efficiency was engaged with a view to establish the parameters for the introduction of a structured incentives system that rewards Energy Efficient Solutions adopted by hotels and restaurants. The Government of Malta recognised this effort as critical for the way forward of implementing a White Certificate System and expressed intention to support and fund MHRA in further realising; 1) the necessary studies that will aim to position the hotel sector in Malta as a leader across the Mediterranean in energy efficiency and accordingly present recommendations how to structure the implementation of a white certificate scheme; 2) the development of an on-line energy efficiency tool to be accessible for free by all hotels; 3) the training and marketing to potential users of the on-line energy efficiency tool and related policies; and 4) a systemic approach to returns as targets are achieved. During this seminar the Benchmarking Energy Sustainability Targets (BEST) software and solution will be launched and explained.

0845hrs	Registration
0915hrs	Andrew Agius Muscat, MHRA CEO and Mediterranean Tourism Foundation Secretary General
0920 hrs	<i>Latest Trends in Energy Efficiency Solutions for the Hospitality Sector</i> , Franco Filippi, Head of Business, Siemens
0930 hrs.	<i>Benchmarking Energy Sustainability Targets (BEST) 4 Hotels</i> , ING. Joseph Restall, Project Leader MHRA
0950hrs	Panel Discussion: <i>Incorporating technology effectively to ensure optimal energy efficiency results in the hospitality sector</i> – Facilitated by Karl Stagno Navarra, Journalist One TV (Malta)  Peter Sharratt, Director for Strategic Consulting, WSP (UK) Ronald Mizzi, Permanent Secretary Ministry of Tourism (Malta) Panu Pasanen, CEO Bionova (Finland) David Xuereb, CEO QP Management (Malta) George Micallef, MHRA Deputy President, MTF Board Governor (Malta)
1035hrs	Dr Konrad Mizzi, Minister of Tourism (Malta)
1050hrs	Tony Zahra, MHRA President and Mediterranean Tourism Foundation President

## Master Class 2: Hall A

### THE STATE OF HOSPITALITY AND INVESTMENT ACROSS THE MEDITERRANEAN REGION AND BEYOND

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This Master Class will be exploring current and future developments in some of the most important aspects of the Mediterranean tourism sector. The discussion will address the Mediterranean region in the global context of changing trends in tourism and accordingly address performance trends of the tourism sector in Malta as a benchmark for best practice to other countries across the Mediterranean and opportunities for access to finance.

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|---------|---|
| 1130hrs | Introduction Tony Zahra, MHRA President and Mediterranean Tourism Foundation President  |
| 1135hrs | Key Note: Leveraging Future-Looking Demand Intelligence to Drive Better Revenue and Stronger Competitive Position – Malta Focus Study Deloitte, Raphael Aloisio, Financial Advisory Leader, Director (Malta)  |
| 1200hrs | Key Note: A Malta Tourism Strategy, Beyond Tomorrow - Dr Konrad Mizzi, Minister of Tourism (Malta)  |
| 1215hrs | Key Note: Investment in the Hospitality and Tourism Sector Around West Africa - Catherine Afeku, Minister of Tourism, Culture and Creative Arts, (Ghana)<br>Nana Otuo Siriboe II, Paramount Chief to the King of Ghana (Ghana)  |
| 1230hrs | Panel Discussion: How is the Funding Landscape Evolving? facilitated by Vanessa Macdonald Business Editor, The Times of Malta<br><ul style="list-style-type: none"> <li>• <i>Funding trends: equity, debt, EU funding, alternative funding</i> • <i>Financing structure: which lenders favour which models</i> • <i>Funding developments vs investments: what are the different challenges?</i> • <i>Dealing with non-performing loans</i></li> </ul> <p>Simon Barberi, Director, <i>EU Advisory Services – Ernest &amp; Young</i><br/> Mark Bamber, <i>Partner Advisory Services, Nexia BT</i><br/> Albert Frendo, <i>Chief Credit Business Development Office, Bank of Valletta</i><br/> Chris Grech, Chairman, <i>DHALIA Estates</i><br/> Paul Bugeja, CEO <i>Malta Tourism Authority</i><br/> Charles Borg, <i>Chairman Peninsula Investments</i></p> |
| 1330hrs | Key Note: Investment Opportunities Around the Mediterranean: Who is investing where? Which categories of properties offer the best returns for short term and long term investors? How are risks and rewards of projects assessed in different countries and destinations? Demetris Spanos, Director, HVS (Greece)  |
| 1345hrs | Prof. Edward Scicluna, Finance Minister (Malta)   |

**Master Class 3: Hall A**

**INFRASTRUCTURE, ARCHITECTURE & DESIGN: CREATING THE RIGHT ENVIRONMENT TO MEET CUSTOMERS' NEEDS**

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***Master planning, embellishment programmes, upgrades of the road infrastructures, latest trends in hotel and restaurant design, will be amongst the topics which will be addressed during this Master Class emphasising concrete projects which will be launched for implementation in Malta, brainstorming new ideas and challenges in creating the right regulatory environment that supports the sustainable development of the tourism product.***

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|--------------|---|
| 1415 hrs     | Andrew Agius Muscat, MHRA CEO & Mediterranean Tourism Foundation Secretary General  |
| 1420 hrs     | Embellishment Projects to Enhance the Tourism Product in Malta, Johann Buttigieg, Executive Chairman Planning Authority   |
| 1440 hrs     | Which are the latest trends in architecture and design for Mediterranean Hotels, Resorts and Restaurants? Mike Jordanou, UK Director International, WSP   |
| 1500hrs      | Panel discussion: "Planning, Design + Development Trends in the Hospitality Sector", facilitated by Rachel Attard, Editor-in Chief, The Malta Independent<br><br>Giancarlo Polenghi, Director, Sacred Art School, Firenze (Italy)<br>Dr Kenneth Spiteri, Chairman Mediterranean Conference Centre (Malta)<br>Beatrice Cividini, Architect Cividini ING. E Co Srl (Italy)<br>Michael Stivala, Member Representative, Malta Hotels and Restaurants Association (Malta)<br>Heikki Riitahuhta, Founder, Partner at Studio Puisto Architects – Finland |
| 1545hrs      | Dr Konrad Mizzi, Minister of Tourism  |
| 1600-1615hrs | Tony Zahra, MHRA President and Mediterranean Tourism Foundation President   |

## Master Class 4: Hall B

### TOURISM AND THE SHARING ECONOMY

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Tourism services have traditionally been provided by businesses such as hotels, taxis or tour operators. Recently, a growing number of individuals are proposing to share temporarily with tourists what they own (for example their house or car) or what they do (for example meals or excursions). This type of sharing is referred to as the 'sharing economy'. It is not limited to tourism and can be found in many areas of social and economic activity, although tourism has been one of the sectors most impacted. Sharing goods and services between individuals is nothing new in itself. However, the development of the internet and, as a consequence, the creation of online platforms have made sharing easier than ever. In the past decade, many companies managing such platforms have emerged on the market. A well-known example is a platform on which people can book accommodation (Airbnb). The sharing economy has had a positive impact on tourism as well as a negative one. Its advocates think that it provides easy access to a wide range of services that are often of higher quality and more affordable than those provided by traditional business counterparts. Critics, on the other hand, claim that the sharing economy provides unfair competition, reduces job security, avoids taxes and poses a threat to safety, health and disability compliance standards. The response to the sharing economy remains fragmented in the EU. In this light a round table will be organised with a view to address the related challenges with key stakeholders with the aim of generating more awareness about the implications of the sharing economy on the tourism sector.

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| 1330hrs      | Introduction to the Sharing Economy and Session Facilitated by George Micallef, MHRA , Deputy President MTF  |
| 1335hrs      | The Real Risks of the Sharing Economy; Franck Trouet, CEO Syndicat National Hoteliers Restaurateurs, Cafetiers et Traiteurs  |
| 1350hrs      | The role of the EU in managing the sharing Economy, Attila Benedek, Policy Analyst Assistant to Istvan Ujhelyi, MEP and Deputy President of the European Parliament Transport and Tourism Committee, Hungary |
| 1320hrs      | Managing Unlicensed Accommodations, George Micallef Hotels and Restaurants Association, Malta  |
| 1340-1415hrs | Round Table - Special Guests shall include MEPs, Hotels and Restaurants Associations, MPs, Tourism Regulators and Operators.   |

## Master Class 5: Hall D

### THE KEYS TO SUCCESSFUL DESTINATION DEVELOPMENT & PROMOTION – TOURISM FILM FESTIVAL

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The Mediterranean region is full of beautiful locations holding a great potential to become destinations worth visiting by many travellers and tourists. The challenge is how to achieve this transition. Towards this end, the critical success factors of what is required to become a successful destination will be discussed, emphasising the importance of promotion and the way it is done. Emphasis will be made on travel writing, nation branding and tourism film production. Other topics that will be addressed, including the application of holographic technology and augmented reality technology to enhance the visitor experience, social media and ways how to improve value for visitor experience, and how to increase sales by applying new methods of marketing.

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| 1100hrs | Carlo Micallef, International Business Development Director, MTA (Malta)                       |
| 1110hrs | NATION BRANDING; CONCEPTS, ISSUES & PRACTICE, Prathish Nair, Transcend Consulting (India)      |
| 1125hrs | WRITING ABOUT A DESTINATION, Delal Atamdede, ATURJET President (Turkey)                        |
| 1145hrs | FILMING AND PROMOTING A DESTINATION, Pedja Miletic, Monolith (Serbia)                          |
| 1205hrs | Panel discussion facilitated by Serkan Ceylan, Ceylan SMK Consulting (Turkey)                  |
|         | Sandro Pappalardo, Assessore del Turismo della Regione Sicilia (Italy)                         |
|         | Erkunt Oner, President Tura Turizm (Turkey)  |
|         | Tonio Portuguese Chairman PBS (Malta)  |
|         | Leif Andreasson, Wilderness Tourism Foundation (Sweden)  |
|         | Jean Pierre Borg, Research & Business Development Executive, Film Commissioner (Malta)         |
|         | Ron Van Maarschalkerweed Borg, Fashion Designer and Creative Director at Charles & Ron (Malta) |
| 1250    | Carmelo Abela, Minister of Foreign Affairs and Trade Promotion                                 |

#### TOURISM FILM FESTIVAL

Two Shows: 1115 and 1315

## Master Class 6: Hall B

### WOMEN IN TOURISM LEADERSHIP

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The MTF Seminar Women in Tourism & Hospitality aims to celebrate the doers and the doing; a source of inspiration and support that connects and empowers women specifically around the Mediterranean region, helping them to realise their potential and reach new heights mainly through the tourism sector. Featuring keynote conversations, panel discussions, this seminar brings together the voices and insights of a diverse range of female luminaries from the worlds of business, specifically the tourism sector, entertainment and politics with the objective to enable participants to network, learn and discuss issues of women in the tourism sector workplace. During the seminar H.E. Marie-Louise Coleiro Preca will announce the launch of MedWITH Assembly (Mediterranean Women in Tourism and Hospitality Assembly) is a MTF chapter dedicated to the advancement of women in the tourism and hospitality industries. With support from industry partners, MedWITH Assembly will aim to deliver impactful initiatives that aim to promote leadership skills development opportunities for talented, high potential women and innovative research on diversity in the tourism and hospitality industry.

This Master Class offers a full scope of perspectives from women leaders in the tourism directly and in business & industry, not for profits, academia and government sectors.

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| 0900hrs | Andrew Agius Muscat, MHRA CEO & Mediterranean Tourism Foundation Secretary General   |
| 0905hrs | Women as crucial contributors to peace by developing sustainable tourism strategies. H.E. Marie-Louise Coleiro Preca, President of Malta   |
| 0915hrs | How female leaders, at any grade, can enhance their skills to become the leader they aspire to be. Ece Sueren Ok, Professional Public Speaker (Turkey)   |
| 0925hrs | Leadership, boardroom diversity and best practices to enhance the skills and potential of women leaders within the tourism and hospitality community. Angela Attard Fenech, Director, Tumas Group (Malta). |
| 0935    | How female leaders build and manage teams in the fast-paced and competitive hospitality industry. Sehnaz Cehreli Shefik, CEO – Cehreli Consulting (Cyprus)   |

0945-1030hrs Panel discussion: “Empowering women to make inroads in the tourism and hospitality sector, facilitated by Janice Bartolo

Discussions will touch on strengthening your management style and overall effectiveness. The pair will also focus on how to rebrand your skill set in your hospitality career to showcase and highlight your capabilities and professionalism.

Iva Bahunek, CEO, UPUHH, Croatian National Association of Hoteliers (Croatia)

Chiara Mencarelli, Vice President A.D.A. Umbria (Italian Hotel Directors Association) and Hospitality Consultant (Italy)

Sofia Santori Bassi, Snoezelen Expert, (Switzerland)

Ira Losco – Singer, Song Writer (Malta)

Stephanie Borg, Artist (Malta)

Dean Micallef – CEO, First Bridge (Malta)

1030 Concluding Remarks – Ivana Zerec, Diplomat, CROATIA

## Master Class 7: Hall B

### HR's EVOLVING ROLE IN THE HOSPITALITY SECTOR

There are five enduring core issues in human resources: Compliance, compensation and benefits, organizational dynamics, selection and retention and learning and development. Of course, each can be impacted by real or perceived changes in market conditions and advances in HR theory and practice. In this light, this Master Class aims to foster debate and discussion with panellists who bridge academic models from the classroom with practices and lessons from the field—in essence, attendees will see and learn from the ability to mesh qualitative and quantitative research in real time to produce practical and evidence-based “takeaways” for practitioners.

- 1045hrs Dr Gavin Gulia, Malta Tourism Authority, Chairman (Malta)
- 1050hrs Anticipating the Talent of Tomorrow, Clyde Caruana, Executive Chairman Jobs Plus (Malta)
- 1100hrs Defining Innovation in HR and the Broader Organization, Prof Dr Olgun Cicek, CEO of European Leadership University (Turkey)
- 1110hrs Healthy employees, a more productive organisation, Dr Juan Castellano (Spain)
- 1120hrs *Panel discussion; Modernizing Recruitment Processes to Ensure Productivity and Service Quality, facilitated by Dr Silvio Debono, Managing Director IDEA*
- Throughout the Mediterranean region, it is increasingly costly and difficult to staff hotels. Some point to the age-old, and perhaps obsolete, recruitment processes hoteliers use for the mismatch of jobs, skillsets and attitudes. Others believe that hotels need to make better use of their marketing insights to build attractive employer brands. This panel of experts will discuss the latest recruitment tools, the most efficient channels in engaging the new generation, and the effective ways to open up conversations with potential that will help you hire the right people for the right jobs.
- Hisham Djerad, CEO Djerad Academy (Algeria)  
 Pierre Fenech, CEO, Institute of Tourism Studies (Malta)  
 Nick Callus, Chairman, Domain Academy (Malta)  
 Dr Barbaros Kon, Humanica Advisory (Turkey)  
 Doris Colombo, Psychologist (Italy)
- 1155hrs Julia Farrugia, Parliamentary Secretary for Reforms, Citizenship and Simplification of Administrative Process
- 1205-1215 *Evarist Bartolo, Minister of Education (Malta)*

## Master Class 8: Hall D

### FAITH BASED TOURISM - CREATING THE MEDITERRANEAN CHRISTMAS DESTINATION

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The Master Class will reflect on the potential and the role of religious tourism and sacred places as a tool for socio-economic and cultural development of destinations. Knowing the motivations that lead millions of peoples to travel to sacred places is an essential condition for the sustainable development of destinations. The visitor of sacred places in general and the ones across the Mediterranean region in particular, is characterized by a remarkable loyalty to the visited site. Hence, it can be said that tourist's loyalty is in these cases an essential element of the relationship that the religious tourist and the pilgrim establish with the destinations which they are visiting. Thus, a key principle is to preserve the spirit of the destinations, authenticity and integrity in the way that they are managed and promoted while making them accessible for all. On the other hand, these places of spirituality have the potential to drain part of their tourist flows to other tourist attractions in the region, therefore, with adequate promotion strategies; it is possible to get visitors to lesser known areas and complementary places that are offered in holy places. Additionally, religious tourism destinations are usually less affected by trends and economic crisis.

The workshop therefore will discuss how effective partnerships, in sacred places, can benefit local communities and encourage their sustainable development and socio-economic empowerment in the long run. In particular the potential of creating the Mediterranean Christmas destination as a MTF project will be discussed.

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| 1315hrs | Introduction: Leslie Vella, Chief Officer Strategic Planning, Malta Tourism Authority   |
| 1320hrs | Preservation of sacred traditions and protection of religious sites. Many sacred sites are at risk due to a wide range of pressures and threats, both external and internal. External threats include those related to natural disasters and pollution accentuated by climate change while internal threats could be attributed to social aspects such as vandalism and theft. Tourism could also be partly responsible through overuse and exceeding carrying capacity limits. What can be done to identify, manage and mitigate these threats? Preservation of sacred traditions calls good practices in terms of universal accessibility which reinforces the competitiveness of tourism destinations. Adapting products and services for people with special access needs helps in inclusion and in dignifying tourism experiences. How can religious sites be made accessible without altering their cultural value or affecting their safety condition? Dr. Andreja Erzen First, Managing Director, Slovenian National Marian Shrine (Slovenia) |
| 1335hrs | Fatima – a case of best practice, Luís Albuquerque, Mayor of Ourém (Fatima) PORTUGAL  |
| 1350hrs | Potential synergies for religious tourism development through cultural routes and network of destinations Cultural and religious routes are important tourism   |

products which attract pilgrims around the globe and they suggest that experiences along the way are as important as the destinations themselves. As tourism routes sometimes cross several countries or regions, they stimulate entrepreneurial opportunity through the development of ancillary products and services and hence are potential drivers for local economic development, offering opportunities for forming partnerships between different regions. How can the government and the local authorities work together to develop a portfolio of strategic actions designed to a detailed plan that will enable to sustain and promote the tourism routes? Mona Khalilieh, Mediterranean Tourism Foundation Advisor and Malta Tourism Representative – Middle East, & Chris Farrugia, CEO onsite

1400hrs Panel Discussion: Role of religious tourism in sustainable economic growth and social inclusiveness of local communities Sacred places are characterized by seasonality and strong visitor affluence in certain times of the year that poses many challenges. It is necessary to develop strategies to manage this affluence while assuring tourists of the quality of the visit. Safeguarding cultural heritage to the satisfaction of local communities is a priority for the long-term sustainable development of the religious sites. How can governments, religious authorities and tourism operators optimize benefits that religious tourism generates? What is the potential in creating the Mediterranean Christmas Brand? Facilitated by Frank Psaila, Journalist Net TV

Tony Salman, Mayor of Bethlehem (Palestine)  
Marijana Rebic, Secretary General FIJET (Croatia)  
Wilfred Buttigieg, St Johns Co Cathedral (Malta)  
Franco Ciangura, Mayor of Ghajnsielem (Gozo)  
Stefania Proietti, Mayor of Assisi (Italy)  
Nicola Khamis, Mayor of Beit Jala (Palestine)  
Jehad Khair, Mayor of Beit Sahour (Palestine)

1450-1500hrs Albert Marshall, Chairman Malta Arts Council

## Master Class 9: Hall B

### TECHNOLOGY – REDFINING THE FUTURE OF HOSPITALITY

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Investing in digital technologies creates employment opportunities for young people in the Mediterranean and increases their inclusion. More generally, digital technologies constitute a driver for economic development in the Mediterranean. From a hospitality perspective, this sector is at the edge where technology will revolutionize how tourist and guest experiences are delivered. We have seen ground-breaking technologies being implemented recently, including voice activated hotel rooms, personalized virtual concierge, robotic front desks, and proximity/positioning tech and gamification in cruise ship settings. The traditional way of service delivery will soon be superseded. What can we expect as the new norms of guest experiences, from pre-booking to arrival, from stay to post-stay? What should hotels look into revamping, in terms of processes, space allocation and organization structure? How should hotels prepare for this impending revolution? These will be amongst the key issues that will be discussed and addressed during this masterclass.

- 1515hrs Ben Muscat, MHRA Board Member and Owner at Ta' Marija Restaurant
- 1525hrs How do you get AR ready for the Next Gen guests? Yasha Chatab WIR Group (Indonesia)
- 1540hrs Research and Development To Redefine the Future of Hospitality, Dr Aaron Farrugia Parliamentary Secretary for EU Funds and Social Dialogue (Malta)
- 1555hrs Holograms and the Hospitality Sector, Nick Vilardell, CEO Holodogmedia (USA)
- 1610hrs RFID and the Hospitality Sector, Geoffrey Farrugia, CEO Handson Systems (Malta)
- 1625hrs Panel: Boosting Profitability through Technology while Maintaining Quality and Consistency; Facilitated by Sam-Eric Ruttman, CEO B8B Creative Hospitality Ideas
- Simon Bonanno, Chief Product and Training Officer SMART Technologies (Malta)  
Philip Cortis, CEO Micro Technology Consultancy (Malta)  
Marco D'Amore, CEO Ermes Hotels (Italy)  
Roberto Calugi, Managing Director FIPE (Italy)  
Alfred Quintano, Professor, University of Malta (Malta)  
Jan Carl Farrugia, Director, Hospitality Ventures International Co.Ltd (Malta)
- 1710 -1720hrs Dr Abdalla Kablan, Artificial Intelligence Consultant, Advisor to PARLIAMENTARY SECRETARIAT FOR FINANCIAL SERVICES, DIGITAL ECONOMY & INNOVATION

## Master Class 10: Hall D

### MEDITERRANEAN CULINARY HERITAGE - MASTER CHEF SHOW COOKING

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This Master Class aims to adjourn participants with the current trends in the tourism and hospitality sector with a special focus on gastronomy and culinary arts. Perspectives from the East and West and any collaborative efforts made in the transformation and modernisation of gastronomy will be discussed with specific reference to an understanding of real-world theories, processes and models, thus expanding the gastronomic conversation further, not only between countries with a region but also beyond regions. The Master Class will also include various show cooking live demonstrations.

#### 1515- 1700hrs Panel Discussion Facilitated by Ms. Marika Caruana Smith

Joe Vella, Culinary Consultant, (Malta)

Alma Harasic Bremec, Manager, Kuharska Akademia, (Croatia)

Karin Mimica, Director of Gastronom (Croatia)

Domenico Maggi, Continental Director, Southern Europe, World Association of Chef's Societies (Italy)

Nicole Pisani, Chef (UK)

#### 11:00-15:00 Show Cooking

##### **Egypt – Amr**

*Executive Chef – Hard Rock Café*

##### **Lebanon – Hany Harb**

*Chef Patron – Ali Baba Restaurant*

##### **Croatia – Zeljko Neven Bremec**

*Master Chef and President of the Association of Chefs from the Mediterranean and European Regions*

##### **Malta - Noel Azzopardi**

*Head Chef, Hilton Malta*

##### **Institute of Tourism Studies**

*Students from the Culinary Arts Studies*

**Master Class 11: Hall D (by invitation)**

**MEDITERRANEAN MUSIC FESTIVAL – RADIO ITALIA, IL CONCERTO**

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**The first Mediterranean Music Festival will be held on the 29<sup>th</sup> September 2018 at the Granaries in Floriana. This Master Class will address how different stakeholders interested in such an event can benefit from and also brainstorm new ideas to ensure success. This event will be of particular interest to travel agents, airlines, hoteliers, suppliers to events, DMCs etc...**

Introduction: Clare Agius Project Manager

Bruno Santori, Med Orchestra

Gaetano Notaro, Radio Italia

Warren Zahra, Alpine Travel

Ira Losco, Singer

## Master Class 12: Hall C

### BLUE GROWTH, INNOVATION AND NAUTICAL TOURISM

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The aim of the meeting is to discuss the various aspects and the future direction of the Blue Growth Initiative and the development of the implementation of ocean governance in the EU and the Mediterranean. The meeting will also revolve around the importance of innovation for the sector's competitiveness with special focus on the role of the super yacht sector and its potential as driver for sustainable tourism growth across the Mediterranean region. The objectives of this master class is to establish a new chapter within MTF.

- 1045hrs Introduction, Anthony D'Amato, Entrepreneur
- 1055hrs The Blue Economy, George Micallef, MHRA Deputy President, MTF Governor
- 1110hrs NAVIGO Med, Pietro Angelini, CEO Navigo Italia
- 1125hrs The potential of synergies in Mediterranean nautical tourism, facilitated by Andrew Agius Muscat, MTF Secretary General
- Huseyin Kurtogullari, Entrepreneur (Turkey)  
Stephen Xuereb, CEO Valletta Cruise Port (Malta)  
Kenneth Coleiro (Malta)  
Daniele Merlino, General Manager of Yachtmaster Refits.  
Vincenzo Poerio, Benetti CEO (Italy)  
Renato Azara, Navigo Sardegna (Italy)  
Serkan Ceylan, Representative of Mayor of Bodrum (Turkey)
- 1205-1215hrs Dr Ian Borg, Minister for Transport, Infrastructure and Capital Projects

*2<sup>nd</sup> March 2018*

***Mediterranean Tourism Forum 2018 – Conference***

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2<sup>nd</sup> March 2018

The 5<sup>th</sup> Mediterranean Tourism Forum

MEDITERRANEAN BEAUTIFUL LIFE UNITES EVERYONE

### CONFERENCE

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*The Mediterranean is known for, as the Italians has coined it, la bella vita, or better the beautiful life. Indeed, the Mediterranean lifestyle is rich with simplicity reflected in the genuine food served on the table, the type of fun enjoyed, entrepreneurial spirit with an ambition to breakthrough convention thus setting itself as the cradle of civilisation in the world. This passion for life by the Mediterranean people has attracted the attention of the rest of the people from different regions of the world and accordingly became the most important region in world tourism. The Mediterranean region however is not a bed of roses and many a times hits the headlines for the wrong reasons, including terrorism, economic difficulties and victims of irregular immigration. Talking about these challenges however we believe is not enough. The focus must be on solutions and tourism can serve as a part solution by acting as a vehicle for peace and stability across the Mediterranean. This can only be achieved if stakeholders are brought together to conduct tourism related initiatives which not only lead to economic benefit but also are relevant to the wellbeing of Mediterranean people and their environment. Ultimately, if this aim is achieved we believe that the Mediterranean Beautiful Life can truly Unite Everyone.*

**Event to be co-hosted by: Clare Agius, leading TV presenter and actress, and the Hologram of Leonardo Da Vinci.**

0815hrs      Registration

0900hrs      **ANDREW AGIUS MUSCAT**, Secretary General Mediterranean Tourism Foundation

0905hrs      **IF THERE IS NO PEACE AND WELLBEING IN THE MEDITERRANEAN THERE CAN BE NONE IN THE WORLD. SUSTAINABLE TOURISM CAN ACHIEVE THIS.”**  
**H.E. MARIE-LOUISE COLEIRO PRECA**, President of Malta and MTF Honorary President

*The Mediterranean region is one of the rare borders in the World that separates two adjacent areas with considerable different demographic characteristics and contrasted levels of development. Indeed, this region, through its diversity, is representative of the rest of the planet and is thus a life-size laboratory for the World Vision exercise for Peace. In the meantime, the Mediterranean region is experiencing intensive changes giving rise to new challenges which are impacting also the rest of the World. Beyond rhetoric, a call will be made to all participants during the Forum by the President of Malta to gear actions towards empowering the good Mediterranean people in participating more actively in the tourism sector and accordingly promote intercultural initiatives which ultimately will also serve as the foundation for peace in the region.*

0920hrs Conference Opening Show

0940hrs **KEYNOTE SPEECH: “THE MEDITERRANEAN BEAUTIFUL LIFE, INDEED, UNITES EVERYONE”** – Dr **TALEB RIFAI**, former UNWTO Secretary General, JORDAN

*Dr Taleb Rifai holds a PhD in Urban Design and Regional Planning, is a former member of the Jordanian Cabinet leading various ministries including the Ministry of Tourism and Antiquity. For the past 9 years he was Secretary-General of the World Tourism Organization (UNWTO) until his retirement at the end of 2017. Today, Taleb Rifai is considered a guru in the tourism sector and as an amazing story teller he will share with the Forum participants his extensive experience and opinion as to why and why it is important that the Mediterranean Beautiful Life has become the talk in town amongst world travellers in a way that you have never heard before. Emphasis will be made on the challenges ahead that need to be addressed for the sustainable growth of Mediterranean tourism.*

0950hrs **“NOURISHING MEDITERRANEAN ECONOMIES THROUGH SUSTAINABLE TOURISM RELATED INITIATIVES”** facilitated by **Keith Demicoli**, PBS Journalist, MALTA

*The world economy will feel almost healthy in 2018. Ten years after the start of the Great Recession – and after the decade of economic malaise that followed, economists are starting to forecast a sense of widespread wellness. Deflation has been banished, wages are edging higher and economies are growing almost everywhere. Across the Mediterranean region, tourism has been that powerful motor that gears economies, sustains environmental conservation, and leverages development of societies. Tourism has continued to help eradicate instability and exterminate warlords and power mongers. Because tourism feeds the many as it creates opportunities of hope for a better future. Seasoned leaders will therefore be examining the state of the tourism value chain in the Mediterranean: who have traditionally been the main stakeholders, how are their roles changing and who are the new players? Which are new source markets to look at and the relation of the EU to tourism from China and India? Which are the challenges related to employment opportunities created by the tourism sector? What can be done to incentivise the creation or strengthen opportunities to sustainably grow Mediterranean tourism and truly benefit the people?*

**Note to Speakers: Speakers will be called in two's, therefore the facilitator will engage into a discussion with two speakers at a time, this with the aim to create entertainment and encourage addressing different points and accordingly maintain the attention of the participants. Every pair of speakers will be allowed 20 minutes of time for discussion.**

**KONRAD MIZZI**, Minister of Tourism, MALTA

**ISTVAN UJHELYI**, Vice Chairman of the European Parliament Committee on Transport and Tourism and Represents the EU with the People's Republic of China, HUNGARY

**SUDQI AL OMOUSH**, Union for the Mediterranean Deputy Secretary General

**MARLEN BAKALLI**, UNIDO Industrial Development Director

**ABDULAZIZ OTHMAN ALTWAIJRI**, Director General Islamic Educational, Scientific and Cultural Organisation, MOROCCO

1050hrs

**KEYNOTE SPEECH: "JE SUIS MEDITERRANEAN BEAUTIFUL LIFE & DESTINATION BRANDING"** by **YASHA CHATAB**, Creative Director DMiD, INDONESIA.

*Destination Branding is an exciting, complex and controversial phenomenon. It is exciting, as it represents an area in which there is little existing theory but a huge amount of real world activity; complex because it encompasses multiple disciplines beyond the limited realm of conventional brand strategy; and controversial, in that it is a highly politicized activity that generates passionately held and frequently conflicting viewpoints and opinions. Destination branding is steadily gaining prominence, with more and more countries around the world committing resources to the development of their brand. Almira Shinantya argues that now it's time for regions to position themselves through a branding strategy that reflects and brings together the various countries pertaining to that region. But how can this be possible in a region so diverse such that of the Mediterranean region?*

1100hrs

**DUETS Q&A TIME: "ACCELERATING RESULTS IN THE AGE OF DISRUPTION"** facilitated by **IVA BAHUNEK**, CEO, UPUHH, Croatian National Association of Hoteliers, CROATIA

*Disruptive forces are re-shaping our world faster than ever, producing a new set of winners and losers. Speakers here will weigh up the essential thinking on innovation, reveal the forces that are transforming the Mediterranean tourism landscape today, and examine the challenges ahead needed to be addressed to survive disruption and accordingly explain what our future holds. Matters that will be addressed include; who are the most important distribution partners for tourism operators? Who is best positioned to manage the relationship with the customer? Which are the new tourism segments and related trends that are shaping the future of Mediterranean tourism?*

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**maintain the attention of the participants. Every pair of speakers will be allowed 20 minutes of time for discussion.**

**SUSANNA KRAUS WINKLER**, HOTREC President, AUSTRIA

**IAN DE CESARE**, Executive Chairman, Eden Leisure Group, MALTA

**CHARLES MANGION**, Chairman Airmalta, MALTA

**PETER HANSEN**, Motor Sport International Expert, DENMARK

**ANTONIO CURNIS**, Leading International Cardiologist, ITALY

**AFEF JNIFEN**, Fashion Model, Actress TV Presenter, ITALY/TUNISIA

1200hrs Lunch

1300hrs **KEYNOTE SPEECH: JOSEPH MUSCAT**, Prime Minister, MALTA

1310hrs **KEYNOTE SPEECH: "THE MEDICI EFFECT ON THE MEDITERRANEAN INFRASTRUCTURAL PRODUCT AND ITS IMPACT ON A SUSTAINABLE TOURISM STRATEGY" PETER SHARRAT**, Director WSP, UK

*The theme of this presentation is inspired by the Medici Dynasty, an Italian banking family that came to power in the 14th century. The family's wealth was able to support artists that led to The Renaissance. In this light reference will be made to how Renaissance painters, sculptors, poets, philanthropists, scientists, philosophers, financiers, and architects, not only shaped historical eras of innovation but more significantly created key attractions for which tourists travel the world to see and experience. Peter Sharrat argues that the Medici vision led to what has been coined as the "Medici Effect" and will present to the Forum participants with challenging ideas of how we can not only protect and promote heritage but also create new attractions for today and tomorrow.*

1320hrs **DUETS Q&A TIME: "KEEPING HEALTHY THE GOOSE WHICH LAYS THE GOLDEN EGGS"** facilitated by DIDAC GARCIA CARRETE, European Affair Director of the Confederación Española de Hoteles y Apartamentos Turísticos (CEHAT), SPAIN

*It has been agreed that a Blue Economy business model will shift society from scarcity to abundance "with what is locally available", by tackling issues that cause environmental and related problems in new ways. This part of the Forum suggests that we can alter the way in which we run our tourism related processes and tackle resultant environmental problems, refocusing from the use of rare and high-energy cost resources to instead seek solutions based upon simpler and cleaner technologies. The discussion aims to focus on the generation of more value, instead of blindly cutting costs and accordingly aims to inspire tourism related entrepreneurs to adopt new insights, by demonstrating ways in which can create economic benefits*

*and more revenue, streams from each step of the process, at the same time benefiting the communities involved.*

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**GEOFFREY LIPMAN**, President of International Council of Tourism Partners  
**JASON MICALLEF**, Chairman Valletta18 Foundation, MALTA

**HANI ABU DAYYEH**, Faith Based Tourism Expert, PALESTINE  
**VINCENZO POERIO**, CEO Benetti, ITALY

**RICHARD ENGLAND**, Architect, Writer, Artist and Academic, MALTA  
**ZAHY HAWASS**, Archaeologist, EGYPT

- 1420hrs Launch of the Mediterranean Tourism Foundation Projects
- 1425hrs **ASANTE KING OTUMFUO OSEI TUTU II, GHANA**
- 1445hrs **MESSAGE BY PRESIDENT OF CROATIA H.E. KOLINDA GRABAR KITAROVIC** delivered by special envoy **GARI CAPPELLI**, Minister of Tourism, CROATIA
- 1455HRS** **KARMENU VELLA**, EU Commissioner for the Environment, Maritime Affairs and Fisheries, MALTA
- 1505hrs **TONY ZAHRA**, President Mediterranean Tourism Foundation