MEDITERRANEAN TOURISM FORUM  
2019 AGENDA

13/14 February 2019 – EXECUTIVE MEETINGS

1. MTF Board of Governors
2. Mediterranean Women in Tourism Chapter
3. Mediterranean Tourism Leaders Chapter

FORUM, MASTER CLASSES & GALA CONCERT & AWARDS

The 6TH Mediterranean Tourism Forum
15TH February 2019

MEDITERRANEAN STARS - SUSTAINABLE TOURISM ACTIONS & RENEWAL STRATEGIES

VENUE: INTERCONTINENTAL ARENA CONFERENCE CENTRE, MALTA

0815hrs Registration

0900hrs Andrew Agius Muscat, Secretary General Mediterranean Tourism Foundation

0905hrs EMBRACING MEDITERRANEAN TOURISM BECAUSE PEOPLE MATTER  
H.E. Marie-Louise Coleiro Preca, President of Malta and MTF Honorary President

0920hrs WINNING – TOURISM IN MALTA A CASE OF BEST PRACTICE  
Hon. Konrad Mizzi, Minister of Tourism, Malta

0930hrs Conference Opening Show  
SUSTAINABLE TOURISM ACTIONS & RENEWAL STRATEGIES

0950hrs INNOVATIONS CHAIR  
Moderated by: Jill Hellman, The Strategy Lab, Inc. (USA)
PANEL DISCUSSION

1000hrs
MODERATED BY: Jill Hellman, The Strategy Lab, Inc. (USA)

A GLOBAL TOURISM OUTLOOK
& THE MEDITERRANEAN REGION (45mins)

Past waves of globalization offer lessons on how best to prepare Mediterranean people for the future of work, yet challenges remain. As world leaders are now considering how to shape a new architecture for globalisation, the Speakers will present a general outlook of global tourism trends and realities with a special focus on the Mediterranean region. Ways how to promote sustainable tourism to prioritise the goal of addressing persistent inequalities will also be addressed – particularly those based on race, income, gender and place. Indeed, we are recently experiencing a shift in political and social interest from tourism as just an economic sector to how tourism can be relevant to the people. This is the moon-shot of our generation.

Tony Zahra, President, Mediterranean Tourism Forum and Malta Hotels and Restaurants Association (Malta)

Laurence Pais, Deputy Secretary General, Union for the Mediterranean (France)

Jens Zimmer Christensen, President, HOTREC (Denmark)

Amb. Dho Young-Shim, UNSDG Alumni Chair (South Korea)

VIDEO MESSAGE: Karmenu Vella, EU Commissioner, Environment, Maritime Affairs and Fisheries (Malta)

1045hrs
A STRONG MEDITERRANEAN TOURISM IDENTITY FUELS ECONOMIC GROWTH

Prime Minister Joseph Muscat (Malta)
1055hrs
MODERATED BY: Jill Hellman, The Strategy Lab, Inc. (USA)

BRANDING & PROMOTING DESTINATIONS

Peter S. Greenberg, CBS News Travel Editor (USA)

VIDEO MESSAGE: Matteo Renzi, Former Prime Minister of Italy and Lead Presenter of Documentary Film about Florence (Italy)

1115hrs Coffee Break

1145hrs
MODERATED BY: Jill Hellman, The Strategy Lab, Inc. (USA)

PANEL DISCUSSION: DECODING THE FUTURE OF TRAVEL & TOURISM EXPERIENCE (45mins)

The world of travel is undergoing change as never before. Technology, environmental consciousness, connectivity, and the quest by travelers for new experiences are probably the key forces which are shaping the new globalisation setting. The Speakers will therefore discuss the challenges underlying this new movement of change by highlighting what are the new secrets for survival and success in the travel, tourism and hospitality sector across the Mediterranean region.

Charles Mangion, Chairman of Air Malta

Vincenzo Poerio, President of the Tuscan Yachting Cluster and Former Benetti CEO (Italy)

Hamid Bentahar, President Accor Gestion (Morocco)
1230hrs
MODERATED BY: Jill Hellman, The Strategy Lab, Inc. (USA)

PANEL DISCUSSION: ADVANCING TOWARDS A SUPER SMART TOURISM SECTOR (45mins)

Disruptive forces are re-shaping the Mediterranean region faster than ever before. Indeed, a new generation of entrepreneurs are creating a perennial gale of new economic forces, producing a new set of winners and losers. The Speakers will discuss the essential thinking on innovation and address the forces which are transforming the tourism sector today with special reference to blockchain, artificial intelligence, SMART city technology and augmented reality for innovative ways to establish outstanding tourism destination identities.

Mark Jenkinson, Head AMO Cities, Siemens Global Centre of Competence Cities (UK)
Jayanth Kolla, Founder and Partner Convergence Catalyst – Blockchain (India)
Daniel Surya, Executive Chairman WIR Group – Augmented Reality & Artificial Intelligence (Indonesia)

1315hrs
MODERATED BY: Nikoletta Kritikou, EURONEWS (Greece)

STAYING RELEVANT TO THE AFFLUENT TRAVELER

As global consumers are becoming more affluent, the travel and hospitality sector is adapting strategies to meet their demands and address issues of how destinations and brands can cater for more luxury customers while somehow maintaining a sense of exclusivity. The luxury travel is predicted to grow exponentially in the coming years, however a closer analysis of the structure of this important economic sector reveals a complex network. This and more will be addressed during this frank discussion these leading personalities in the world of the luxury sector.

CONVERSATION WITH: Filip Boyen, CEO, FORBES Travel Guide (Belgium).
**1335hrs**  
MODERATED BY: **Nikoletta Kritikou**, EURONEWS (Greece)  

**TOURISM LEADERS FORUM: SUSTAINING & COPING WITH TOURISM GROWTH**

The good news is that tourism is growing, creating jobs and economic activity. The challenge is that this growth can put pressure on destinations. If travelers spread out evenly across the planet, this influx would be relatively easy to absorb. Of course, in reality this is not the case. With tourism in 2019 expected to keep growing across the Mediterranean region, challenges keep getting more complicated. Now, local governments are trying to curb or at least channel the surges that clog streets, diminish housing supplies, pollute waters, turn markets and monuments into no-go zones, and generally make life miserable for residents. Yet almost all of them are learning that it can be far more difficult to stem the tourist hordes than it was to attract them in the first place. The Speakers will therefore address what is variously known as ‘overcrowding’, ‘overtourism’ or ‘tourismphobia’. The discussion will attempt to specifically cut through media hype around the issue, to understand the nature of the problems at hand, and identify specific solutions which can make a real difference.

**Konrad Mizzi**, Minister of Tourism (Malta)  
**Elena Kountoura**, Minister of Tourism (Greece)  
**Eva Stavs Podlogar**, Tourism State Secretary (Slovenia)  
**Frano Matusic**, Tourism State Secretary (Croatia)  
**Majlind Lazimi**, Economic Advisor to the President of the Republic of Albania (Albania)  
**Khaydhar Malik**, President of the General Authority of Tourism (Libya)  

**SPECIAL QUEST:** **Edmund Bartlett**, Minister of Tourism of (Jamaica)

**1435hrs** **HRH Princess Dana Firas**, President of the Board of Directors of Petra National Trust and UNESCO Goodwill ambassador (Jordan)

**1450hrs** **Tony Zahra**, MTF President

**1500hrs** **MEDITERRANEAN TOURISM FOUNDATION PROJECTS FILM**  
Reception
H.E. MARIE LOUISE COLEIRO PRECA
President of Malta, Patron of the Mediterranean Tourism Foundation and United Nations Special Ambassador for Sustainable Tourism

Marie-Louise Coleiro Preca was unanimously approved by Parliament as the ninth President of Malta, after being active in politics for forty years, and serving in Parliament for sixteen years. Ms Coleiro Preca graduated as Bachelor in Legal and Humanities, and as Notary Public, at the University of Malta.

Marie-Louise Coleiro Preca dedicated her life to the wellbeing of the most vulnerable in society, and contributed to bring about effective changes in the social policies of Malta. Her major achievements since taking the Oath of Office as President include the founding of The President’s Foundation for the Wellbeing of Society, the President’s Trust, EmPOWer and the Emanuele Cancer Research Foundation Malta. Currently, President Coleiro Preca chairs the Steering Committee of the Constitutional Reform.

Marie-Louise Coleiro Preca is acclaimed internationally as an eminent speaker covering various areas, including peace and peacebuilding, poverty and social inclusion, the empowerment of women, gender, violence, migration and children’s rights. She is a Patron of Council of ‘Missing Children Europe’; Member of the Council of World Women Leaders; Adviser to Women Political Leaders; Patron and Ambassador of the International Girl2Leader Campaign, launched by the Women Political Leaders Global Forum; Honorary Member of the Societa’ Italiana di Storia della Medicina and Honorary Member of Eurochild.

President Coleiro Preca is recognised beyond her country and Europe, and is Patron of Global Africa; Champion for the Third Industrial Development Decade for Africa; Special Ambassador of the International Year of Sustainable Tourism for Development by the United Nations World Tourism Organisation; and Goodwill Ambassador of the United Nations Industrial Development Organisation.
He graduated with a Bachelor of Commerce in Management and Public Policy; a Bachelor of Arts with Honours in Public Policy and a Master of Arts in European Studies from the University of Malta. In 2007, he attained a Doctorate of Philosophy in Management Research from the University of Bristol with a thesis on Fordism, multinationals and SMEs in Malta.

Dr Muscat successfully contested the first European Parliamentary elections in Malta in 2004. Sitting with the Party of European Socialists, he held the post of Vice-President of the Parliament’s Committee on Economic and Monetary Affairs and substitute member of the Committee on the Internal Market and Consumer Protection. He was a member of a number of delegations for relations with Belarus and with the countries of south-east Europe.

As an MEP he supported a reduction in the tax for satellite television, the right for customers to watch sport events for free, and a number of issues related to environmental protection in Malta. He formed part of a team responsible for a report on the roaming mobile phone bills and sale of banks. In 2006 he was the recipient of the Outstanding Young Person of the Year. Dr Muscat was elected as the Leader of the Partit Laburista in June 2008. He took office as Prime Minister of Malta on the 11th March 2013.

His first premiership was marked for pulling together a national consensus for economic growth, based on a restructured Maltese economy. The directional change resulted in an economic growth of over 6%, the elimination of the public deficit and a decrease in unemployment to historic lows. These were a number of factors that contributed to Malta increasingly becoming an attractive location for foreign direct investment in sectors such as financial services, online gaming, information technology, maritime and aviation hubs and high value-added manufacturing clusters.

Among others, the Muscat administration’s family friendly measures led to a 9% increase in female participation in the labour market, poverty was reduced, pensions were increased for the first time in 25 years and a historic agreement to raise the minimum wage was signed by the government, opposition and all social partners.

His administration was also instrumental for the strengthening of civil liberties, introducing legislation establishing civil unions for both same-sex and opposite-sex couples with the same rights as those available to married couples, including joint adoption rights. Same-sex marriage was legalised in mid-July 2017.
In July 2018 Malta officially became the first country worldwide to have a holistic legislative framework regulating blockchain and distributed ledger technologies. Joseph Muscat was sworn in as Prime Minister for a second term on the 5th June 2017.

Prime Minister Muscat led Malta’s Presidency of the European Union in the first half of 2017 and was the Commonwealth Chair-in-Office between November 2015 and April 2018.

Dr Muscat is married to Michelle and they are the parents of twins, Etoile Ella and Soleil Sophie.

DR KONRAD MIZZI
Minister of Tourism and Chairman of the MED Tourism Ministers MTF Chapter

Konrad Mizzi is the Minister of Tourism for Malta. He is currently leading the revitalisation of the national airline, Air Malta. He is also leading initiatives in the tourism sector, mainly through the Malta Tourism Authority and other change programmes through the Grand Harbour Regeneration Corporation and is working on various Public Private Partnerships.

Minister Mizzi has been entrusted with this new role after serving as Minister within the Office of the Prime Minister where he focused on energy and water initiatives as well as major projects and Public Private Partnerships. He has also served as Minister for Energy and Conservation of Water and as Minister for Health. He was elected in parliament on the Labour Party ticket in the March 2013 General Elections and re-elected again in June 2017 with almost 5,000 votes.

Konrad Mizzi had already successfully led the transformation of Malta’s energy sector which included attracting Malta’s largest foreign investment by Shanghai Electric Power. He also led the countries shift of power generation from oil to gas and renewables. This included an innovative Floating Gas Storage infrastructure and new plant. In the water sector Mizzi introduced New Water through an innovative process for converting raw sewage to high quality water for industry and agriculture. In the health sector Mizzi is credited with eradicating out of stock medicines, launching hospital PPPs, and implementing a change programme to reduce waiting lists and lack of hospital beds.

Prior to entering politics, Konrad Mizzi had led major projects and initiatives in the Energy Sector, in Malta and in the United Kingdom. He also led other projects in various sectors including with the Government, in Infrastructure, Telecommunications and the promotion of enterprise. Konrad Mizzi was a Partner and head of the energy and Infrastructure Practice for the EMEA
region (Europe, Middle East and Africa) with Pcubed, a global leader in
programme management. He has previously held senior roles with Deloitte
and Touche and British Telecom in the United Kingdom. In the UK,
Konrad Mizzi led various change projects which included the forging of
an Alliance between seven energy companies which improved services
and realised large savings. He has also worked with Regional Government
leaders to transform deprived areas. Konrad Mizzi holds and M.A. with
Distinction and a Ph.D. from the University of Nottingham. He also holds
a B.Sc from the University of Malta and a Diploma in Finance. He was also
awarded a Chevening Scholarship from the Foreign and Commonwealth Office
in the United Kingdom.

DR CHARLES MANGION
Chairman Airmalta (Malta)

Dr Charles Mangion, a notary by profession
and a seasoned politician was appointed Chairman
of Air Malta p.l.c. in July 2017 having formerly served
as Chairman of Enemalta p.l.c. Trusted and elected
as a Member of the Maltese Parliament for three
decades, Dr Mangion held various appointments,
including Minister of Justice and Local Government.
He also served as a Shadow minister of Finance and
Economy, Deputy Leader, and Party Leader
in Opposition.

Dr Mangion has over 35 years of experience in development policies,
focusing on the public sector, macroeconomic policy, specialising in contract
negotiation and property law. Over the years, he was responsible for
conducting dialogue with the private sector, as well as with local
and European financial institutions. Dr Mangion is married to Carmen,
née Schembri, and father of three.

HAMID BENTAHAR
Deputy President Accord Hotels Africa and Indian
Ocean and VP of Morocco Tourism Board

Mr. Hamid Bentahar, MTF Board Member (Morocco). Mr
Bentahar is President of the Tourism Council of
Marrakech region Since 2008, Vice président Luxury
& Upscale Brands Africa & Indian Ocean, chez Accor
Hotels, Executive Board Member of Mediterranean
Tourism Foundation, vice-President of Morocco
National Tourism Confederation, Vice-President of
National Hospitality Association, Board Member of
Marrakech hospitality Association and also a Board
Member of National Popular Art Association
KARMENU VELLA
EU Commissioner, Environment, Maritime Affairs and Fisheries (Malta)

A Maltese politician and current member of the European Commission, where he is in charge of Environment, Maritime Affairs and Fisheries. He was one of the longest serving Maltese Parliamentarian with the Malta Labour Party.

After his primary education in Zurrieq and his secondary education at the Lyceum Secondary School, he attended his pre-tertiary education at the University of Malta’s Junior College till 1968. He attended the Royal University of Malta where he was conferred with a Bachelor of Arts in Architectural Studies in 1970, and then graduated as an Architect and Civil Engineer in 1973. Between 1998 and 2000 he studied at Sheffield Hallam University where he was awarded a Master of Science degree in Tourism.

PRINCESS DANA FIRAS
Jordan

HRH Princess Dana Firas is a global advocate for heritage protection and preservation as a foundation for development, responsible tourism, political identity and participation. Her Royal Highness currently serves as President of the Petra National Trust (PNT), Jordan’s oldest national nongovernmental organization in the field of heritage protection and preservation. Established in 1989, PNT aims to advocate and reform policy to include heritage on national and international development priorities; to preserve, protect and sustainably manage cultural heritage resources; and to raise awareness and educate on Jordanian cultural heritage with a focus on the world heritage site of Petra.

Since 2008, she has chaired the Board of the Petra National Foundation (PNF), a US-based 501-c3 organization working to promote awareness of the world heritage values of Petra and to support projects and programs that protect and preserve the site. Her Royal Highness was designated a UNESCO Goodwill Ambassador in June 2017 by the UNESCO Director-General, Irina Bokova, in recognition of her outstanding commitment to heritage protection and preservation as pillars for sustainable development, and her contribution to responsible tourism and community participation.

Since the early 1990s, Princess Dana Firas has worked to promote cultural heritage preservation, education and sustainable development in various
capacities in the three sectors: private, public and civil society, both in Jordan and in the United States. She worked in the office of HM Queen Noor on projects that promote sustainable development, peace and human rights. She participated in the establishment of a number of non-governmental organizations, locally and internationally, to promote heritage preservation and environmental protection. In 2016 she joined the Board of the Fulbright Commission in Jordan. In 2016, Her Royal Highness joined the board of The Mohammad and Mahera Abu Ghazaleh Foundation as a founding member and in 2017 She became a founding member of the Friends of Jordan Museum. More recently, HRH became the new Patron of the Friends of Manar al-Athar. The Manar al-Athar website, based at the University of Oxford, aims to provide high resolution, searchable images of archaeological sites for teaching, research, and publication. In 2003, Princess Dana Firas co-authored an article entitled “From the Environment and Human Security to Sustainable Security and Development” in the Journal of Human Development. In 2006, She authored an article for the 2007 State of the World Report and participated in the launch of the report in Washington DC.

In 2012, she contributed to a publication entitled “Tourism and Archeological Heritage Management at Petra: Driver to Development or Destruction.” Her Royal Highness holds a BA degree from Boston University in economics and international relations. She also holds an MSc in Development Studies from the London School of Economics and Political Science and an MPA from Harvard University’s Kennedy School of Government focused on sustainable development and environmental policy, where she was a Fulbright Scholar. She is married to HRH Prince Firas bin Raad and has two daughters, Safa (born 2001) and Haya (born 2003), and one son, Hashem (born 2010).

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MAJLIND LAZIMI
Economic Advisor to the President of the Republic of Albania (Albania)

Mr. Lazimi has held the position of the CEO of Albanian Post for almost 3 years. Prior to this position, Mr. Lazimi has served as Deputy Minister of European Integration, in the period September 2013-August 2014. During his career, Majlind Lazimi has served as chief of cabinet of the Deputy Prime Minister and Minister of Economy, Trade and Energy from January 2011 till January 2013. From October 2010 till January 2011, Mr. Lazimi has served as economic advisor of Deputy Prime Minister and Minister of Economy, Trade and Energy. Also, from October 2009 till September 2010 he worked as Economic affairs advisor to the Deputy Prime Minister and Minister of Foreign Affairs. In the period August 2008 – September 2009 he has taught in various Albanian Universities in financial management course. In the years 2007-2008 he has worked as research assistant in the Eastern Mediterranean University, in Cyprus. Since 2014, Mr. Lazimi has taught as part-time lecturer at New York University of Tirana.
Mr. Lazimi has a Bachelor Degree in Banking and Finance, from Eastern Mediterranean University – Cyprus, in the years 2003-2007. In the years 2007-2008, he finished post-graduate studies in a joint Master Program (Msc) between Queen’s University in Canada and Eastern Mediterranean University (Cyprus), on Banking and Finance and Investment Appraisal. Majlind Lazimi is an economist with considerable knowledge on economics, financial and banking sector. Also he has a distinguished expertise on integral economic investment appraisal of development projects. Mr. Lazimi speaks fluently English and very good Turkish and Italian languages. Mr. Lazimi has a professional Diploma from “John Deutsch Institute” at Queen’s University in Canada and he is an “Associate of Institute of Canadian Bankers”, since 2008.

JAYANTH KOLLA
Founder and Partner Convergence Catalyst – Blockchain (India)

Jayanth brings over Seventeen years of experience in Technology, Product Marketing, Research and Strategy Consulting in the Telecom, Internet and Emerging Technologies (AI/ML, Blockchain & IoT) domains. He is an advisor to the world’s leading technology firms, young & fast growing startups and the investor community, and has held various roles with Telecom Carriers, Device Manufacturers and Management Consulting firms in the past.

Currently, as a Partner with Convergence Catalyst, Jayanth leverages his hands-on experience and domain expertise to advise various companies to align themselves with the ever-changing technology and market trends, and evolve as leaders in the Digital Convergence space. He mentors a number of progressive and fast growing technology startups on Product & Service Offerings, Business Planning, Go-To-Market Strategies and Fund Raising. Jayanth is also an advisor to various PE & VC firms, Institutional Investors, Hedge Funds and FIIs on private equity transactions and public equity positions.

PETER GREENBERG
CBS News Travel Editor

A multiple Emmy Award-winning investigative reporter and producer, Peter Greenberg is America’s most recognized, honored and respected frontline travel news journalist. Since 2009 he has appeared regularly on CBS News and PBS. His long running nationally syndicated radio show, Eye on Travel, is broadcast each week from a different location around the world. The consummate insider on
reporting the travel business as news, Greenberg also hosts The Travel Detective with Peter Greenberg, airing on Public Television across the United States. The series offers cutting-edge travel information and insider tips travelers need to know before they ever leave home. It also showcases hidden gem destinations across the country, and around the world.

Greenberg produces and co-hosts an ongoing series of acclaimed specials, The Royal Tour, featuring personal, one-on-one journeys through countries with their heads of state. Along with such figures as the King of Jordan, Prime Ministers of New Zealand and Israel, and Presidents of Mexico and Peru, Greenberg’s latest special features the President of Rwanda. Greenberg is also author of The New York Times best-selling Travel Detective series. His most recent book, The Best Places for Everything, comes in the wake of such titles as Don’t Go There! and The Complete Travel Detective Bible, Flight Crew Confidential, and the Traveler’s Diet. Travel Weekly named him one of the most influential people in travel, along with Bill Marriott and Richard Branson. Greenberg was also inducted into the U.S. Travel Association’s Hall of Leaders for his contributions to the travel industry.

Among other honors, Greenberg received a News & Documentary Emmy Award for the ABC 20/20 special, “What Happened to the Children?” Greenberg also won an Emmy as part of the NBC Dateline team for outstanding coverage of a breaking news story, Miracle on the Hudson. Greenberg began his career in journalism as West Coast correspondent for Newsweek in Los Angeles and San Francisco. He is also the recipient of the Distinguished Service Award in Journalism from the University of Wisconsin, and an Excellence in Broadcasting Award from the Aviation Space Writers Association of America. His website, PeterGreenberg.com, is one of the leading travel news resources for consumers and industry insiders alike. When he is not traveling the globe, Greenberg also serves as an active volunteer firefighter in New York.

JILL HELLMAN
The Strategy Lab, Inc. (USA)

Jill Hellman is a strategy and innovation expert with over 20 years of experience crafting, leading, and deploying strategic initiatives for organizations worldwide. She has a proven track record of accelerating strategic initiatives from concept to creation (including implementation and results). She draws on her broad global perspectives and network, in addition to her studies in human behavior, to add value to her clients. In addition to being a professional speaker, Jill consults and works with corporations, universities, and global groups on strategy and innovation.
Her past roles include Director of Strategy of a US based $19 billion company, Chief Innovation Officer and Managing Director for a US based private equity firm, and Chief Innovator at Cornell University. Jill has been hired to speak around the world in over 20 countries. She has addressed and/or worked with audiences worldwide (Nordic region, Western and Eastern Europe, Middle East, Asia, North America, and South America) for organizations such as McKinsey & Company, Microsoft, Young President’s Organization (YPO), the Nordic Innovation Centre, Estee Lauder, Virgin Group, Carnival Corporation, and Entrepreneurs’ Organization (EO). Jill has been mentioned in mass media outlets such as the McKinsey Quarterly, iTV Asia, CIO magazine, Interior Design Media, Fast Company, and Nielsen Business Media. She has been featured on prime-time international news. She was recently the in-residence Visiting Industry Scholar and Guest Lecturer at Haaga-Helia University of Applied Sciences. She is the Executive Strategy and Innovation Advisor to the CEO of the Foundation at the US’s fourth largest university. She has lived in the United States, China, and Japan, and she has had short-stay bases in the Netherlands, Finland, and Portugal. Jill holds an undergraduate degree from Florida Atlantic University, where she has been inducted into the alumni parliament, and an MBA from the Kellogg School of Management at Northwestern University.

FILIP BOYEN
CEO, FORBES Travel Guide (Belgium)

A luxury hospitality career spanning more than three decades has led Forbes Travel Guide CEO Filip Boyen everywhere from Bora Bora to Moscow to Peru. Before joining Forbes Travel Guide in 2018, Boyen served as CEO of Small Luxury Hotels of the World, where he oversaw a portfolio of more than 520 exceptional independent hotels in 80 countries. Prior to that post, the Belgium native spent 18 years with Orient-Express, the famed precursor to the Belmond brand.

First joining the hospitality company as general manager of Bora Bora Lagoon Resort in Tahiti, he rose through the ranks to become executive vice president and chief operating officer of Orient-Express. In between, his various roles included Group Vice President Operations; Regional Vice President, Africa, Australia & Latin America; and Managing Director, Hotels & Trains. Boyen began his hospitality career as a commis chef and stayed in the food and beverage side of the business for 10 years, working in Michelin-starred restaurants in Belgium, France and England. He even did a stint under French master chef Joël Robuchon.

His extensive background in food and beverage, experience managing complex operations—including trains and ships—and luxury hospitality expertise all harmoniously combine at Forbes Travel Guide. “It’s a dream job to be at Forbes Travel Guide,” the London-based Boyen said. “Quality has always been a passion of mine. We obviously verify luxury, but we also support people who have a passion for service. We train them and make them better.”
TONY ZAHRA
President Mediterranean Tourism Foundation (Malta)

Tony Zahra started his business career at the age of 18 with a small investment in a car hire company. There are now 2 privately owned groups – Alpine Holdings Ltd, trading in the tourism sector and Europcar in the car hire sector whilst Comtec in pest control. Bastion Holdings Ltd. which owns a number of MFSA regulated companies in the Financial Services Sector, including Fexserv Financial Services, Fexserv Investment Services, SGGG Fexserv, and the Gift Voucher Shop.

During the past 35 years Tony has held various Government appointments as Director of The Malta Development Corporations, Malta International Airport, Air Malta and is presently Chairman of Malta Industrial Parks Limited. Tony has been active in a number of constituted bodies including as senior president of the Federation of Industry and more recently as President of the Malta Hotels and Restaurants Association. Tony has been Honorary Consul General for the republic of Lithuania in Malta since 1994. In 2004 Tony was decorated with The Cross of Officer of the Order of Lithuanian Grand Duke Gediminas.

ANDREW AGIUS MUSCAT
Secretary General Mediterranean Tourism Foundation (Malta)

Andrew Agius Muscat is an entrepreneur and an experienced management practitioner. Holding a BA honours degree in Business Management and a Masters degree in European Studies, he is a regular speaker at management and leadership training seminars and conferences, and is the founder of the Mediterranean Hotels and Restaurants Academy.

His practical experience was gained in public sector change management initiatives as a consultant within the Office of the Prime Minister for 8 years and later another 10 years (to-date) in the private sector, as CEO and Board Director of various organisations in different sectors, namely food production and distribution, construction, tourism, and as an independent consultant, specialising in strategy and international business development, marketing and media production. Throughout his career Andrew has also been appointed on various public sector boards and committees including Chairman at the Public Broadcasting Services Ltd, policy consultant to various Ministries, and advisor to the World Bank and the European Parliament.
As a firm believer in developing intellectual capital through education, he has throughout his career introduced programmes of professional development for his various work teams, namely in EU food safety practices and HACCP procedures, benchmarking, ISO quality standards, international business development, facilities management, leadership and marketing. He is currently the CEO at the Malta Hotels and Restaurants Association.

**JENS ZIMMER CHRISTENSEN**
President of Hotrec

Mr Jens Zimmer Christensen is a member of HOTREC Executive Committee since 2016 and Chairman of HORESTA Denmark since 2009, the trade association representing the Danish hospitality sector. He comes with a vast experience in tourism and hospitality, among others as Owner and Manager of Hotel Maritime in Copenhagen and as member of the Executive Board of the Confederation of Danish Employers.

**MATTEO RENZI**
Former Prime-Minister of Italy and Lead Presenter of docu-film FLORENCE

Matteo Renzi is an Italian politician who served as the Prime Minister of Italy from February 2014 until December 2016. After the rejection of his constitutional reform in the December 2016 referendum, Renzi formally resigned on 12 December when Foreign Affairs Minister Paolo Gentiloni was appointed new head of the government by President Sergio Mattarella. Renzi served, with a brief interruption, as Secretary of the Democratic Party from 2013 to 2018, when he resigned after the 2018 electoral defeat. He was also President of the Province of Florence from 2004 to 2009 and Mayor of Florence from 2009 to 2014. Renzi, who did not hold a seat in either house of Parliament during his tenure as Prime Minister, became a member of the Senate in March 2018.
AMB. DHO YOUNG-SHIM
UNSDG ALUMNI Chair (South Korea)

Ambassador Dho holds a BSc in Journalism from the University of Wisconsin and a Masters in Public Administration from the University of Oklahoma. In 2008, she was awarded the title of High Knight of the Order of Merit of the Italian Republic.

From 1982 to 1992, she was a Member of the Korean Delegation to the Inter-Parliamentary Union; between 1985 and 1988, she served as Chief of Staff of the Foreign Affairs and Unification Committee; from 1988 to 1992, she was a Member of the National Assembly; and from 1988 to 1992, she served as Vice-Chairman of the Foreign Affairs Committee and Unification. Between 1999 and 2003, she was Vice Chair and Chair of the Organizing Committee for Visit Korea Year; from 2003 to 2004, she served as Ambassador of Cultural Cooperation; and from 2005 to 2006, she was Ambassador of Tourism and Sports. She was also Chairperson of the UN World Tourism Organization’s Sustainable Tourism for Eliminating Poverty (ST-EP) Foundation (Republic of Korea). Amongst other positions which she holds, Ambassador Dho is also UN SDG Advocate Alumni Chair and Chair International Charity Foundation.

LAURENCE PAIS
Deputy Secretary General, Union for the Mediterranean (France)

A French career Diplomat with 30 years of experience, specialized in the fields of multilateral negotiations, cooperation and development. She was involved, inter alia, in the negotiation of common positions on foreign and security policy, particularly in the case of countries in crisis in the Middle East and Africa.

She served as Political Advisor in several French embassies including Oslo and Ottawa and occupied various positions at the French Ministry of Foreign Affairs. She has been Responsible for the Rule of Law, Human Rights and Reconstruction Division, in the Department of Democratic Governance and Deputy Director of Multilateral and Sectoral Issues at the Directorate General of Political and Security Affairs.

Before joining the Secretariat, she was Deputy Permanent Representative of France to the Political and Security Committee of the European Union.
**DANIEL SURYA**  
Executive Chairman WIR Group – Augmented Reality & Artificial Intelligence (Indonesia)

Daniel Surya is the mover and shaker of Asia’s branding and creative technology industry. He is the co-founder and CEO of WIR Group, a new breed of creative and innovative technology group of companies which combines branding approach with highly-interactive patented technologies. WIR Group has rapidly evolved under his leadership, from a startup into an emerging tech powerhouse serving more than 20 countries globally. With offices in Jakarta, Singapore, Silicon Valley, Barcelona & Malta, WIR Business units are focusing on two business pillars, they are, branding & technology.

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**MARK JENKINSON**  
Head AMO Cities, Siemens Global Centre of Competence Cities (UK)

Based out of Siemens’ Global Center of Competence for Cities at the Crystal in the east of London, Mark oversees Siemens’ city approach in the Nordics, the UK and Ireland. In March 2013, Mark also took on the role of City Director for London - a key focus of the role is to support London’s sustainable development through the provision of smart, efficient technological solutions and services for building, energy and transport infrastructure.

Mark joined Siemens in 1993 and since then has taken on a variety of roles and responsibilities across Siemens in a wide range of industries and markets in the UK, across mainland Europe, the Middle East and Asia.

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**ELENA KOUNTOURA**  
Minister of Tourism (Greece)

Elena Kountoura is a Greek politician, current Minister of Tourism in the Cabinet of Alexis Tsipras, and Member of Parliament for Athens A, for the Independent Greeks, and earlier for New Democracy. Before her entrance into politics, she was an international model, director of a women’s magazine and a track-and-field athlete.
VINCENZO POERIO
Former Benetti CEO (Italy)

Naval engineer. The protagonist in elevating Azimut-Benetti to its position at the top of the global construction book. Considered to be one of the leading experts of luxury tourism. Vincenzo Poerio is always seeking the next innovation, whether it’s a new propulsion system, interior design, hull shape for mega-yachts or latest production methods for his winery. He is also President of the President of Yachting Cluster in Tuscany.

EVA STAVS PODLOGAR
Tourism State Secretary (Slovenia)

A State Secretary of the Ministry of Economic Development and Technology has been employed at the Ministry since May 2015, where she previously held the post of Director-General of the Tourism and Internationalisation Directorate. Previously, she was, for almost 15 years, the director of Bled Tourist Board, Tourism Promotion Institute, where she was responsible for the institute’s management and the strategic development of Bled.

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 both in the Senate and in the 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.

**NIKOLETTA KRITIKOU**
EURONEWS (Greece) – Moderator

Nikoletta Kritikou is a Euronews correspondent to Athens office, covering diplomatic affairs. Previously a special advisor to the board of Directors of the GNTO (Greek National Tourism Organisation) focusing on Global Media and International Affairs. The main responsibilities included: Organising international activities, advising on inter-governmental affairs regarding coordination with foreign entities, organising and implementing all negotiations regarding GNTO’s dept to foreign Media, as well as advising and overseeing GNTO’s International Bureaus. She was also a political columnist for K. Magazine as well as a journalist and anchor-woman presenting morning-noon-afternoon and the midnight news at ALPHA TV in Greece. Nikoletta is a member of the Hellenic Political Science Association, the Modern Greek Studies Association and the Crisis Management Committee of the GNTO (Greek National Tourism Organisation). She has graduated with merit in the Bachelor of Arts in Media Studies and has a Master of Arts with Merit in Communication Studies.

**KHAYDHIR MALIK**
President of the General Authority of Tourism (Libya)
MASTER CLASSES
MASTER CLASS 1

REGISTRATION 1545hrs

MEDITERRANEAN WOMEN IN TOURISM
Tourism Entrepreneurship Challenges and Opportunities for Women across the Mediterranean region. 1600hrs - 1730hrs

The majority of people employed in tourism worldwide are women, both in formal and informal jobs. Yet, women are mostly employed in the lowest paid, lowest skilled sectors of the industry and carry out a large amount of unpaid work in family tourism businesses. On the other hand, women are not well represented in the highest levels of employment and management of the sector. Empowering women in entrepreneurship and management in the Tourism industry serves to increase the participation of women in the process of economic development of a country. Although there are many challenges facing women entrepreneurs involved in tourism businesses, there are also diverse opportunities that they can harness to develop their full potential.

INTRODUCTION: Angela Attard Fenech, Director Tumas Group, Deputy President, Malta Hotels and Restaurants Association, and Mediterranean Tourism Foundation Advisor (Malta)

Bringing Mediterranean Women together in pursuit of peace, prosperity and wellbeing through the sustainable development of Mediterranean Tourism. (10 mins)

H.E. Marie-Louise Coleiro Preca, President of Malta

Visions and Actions to Promote Gender Equality in the Mediterranean. (10 mins)

Laurence Pais, Deputy Secretary General – Union for the Mediterranean
PANEL DISCUSSION:

MODERATED BY: Angela Attard Fenech, Director Tumas Group, Deputy President, Malta Hotels and Restaurants Association, and Mediterranean Tourism Foundation Advisor (Malta)

Women’s empowerment is not only important for the promotion of equality and human rights for all, but also as a powerful catalyst which promotes tourism as a vehicle for peace, stability and prosperity across the Mediterranean region. **(60 mins)**

1. Christine Pujol, hotelier (France)
2. Sanem Oktar, President Kagider – Women Entrepreneurs Association of Turkey (Turkey)
3. Amb. Dho Young-Shim, Chairperson ST-EP Initiative, UNWTO (South Korea)
4. Stefania Proietti, Mayor of Assisi (Italy)
5. Iva Bahunek, Director Croatian National Association of Hoteliers (Croatia)
6. Hafida Benchehida, Senator (Algeria)
7. Taleb Rifai, MTF Governor and former UNWTO General Secretary (Jordan)

CONCLUDING REMARKS HRH Princess Dana Firas, President of the Board of Directors of Petra National Trust and UNESCO Goodwill ambassador (Jordan) **(10 mins)**
MASTER CLASS 2

REGISTRATION 1545hrs,

THE MEDITERRANEAN GASTRONAUT – THE POTENTIAL OF MEDITERRANEAN WINE AND CULINARY TOURISM

1600hrs – 1730hrs

This Master Class aims to open a dialogue between the academy, industry, and government actors with a view to serve as a platform to disperse information, broaden the professional network, mentor emerging scholars and practitioners and encourage new perspectives on best practices and potentials. Discussions will draw on ideas about the impacts, potentials and realised transformations brought on by wine and food tourism using global examples of the impact of food and wine tourism across the Mediterranean region, specifically on the rural experience economy; the rural renaissance and regional economic development; product and market development; sustainable practices, food and environmental security.

MODERATED BY: Leslie Vella, Director, Malta Tourism Authority (Malta)

1. Karin Mimica, Founder and CEO Gastronaut (Croatia)
2. Marie Avellino, PhD, Director Tourism and Travel Institute, University of Malta (Malta)
3. Didac Garcia, Director European Affairs CEHAT – Hotels and Restaurants Association (Spain)
4. Ruben Abela, Head of Valletta World Heritage Management Unit under the remit of Heritage Malta (Malta)
5. Dr Noel Buttigieg, Director of Studies, Institute of Tourism Studies (Malta)
6. Chiara Mencarelli, President of Professional Hotel Managers Umbria Region (Italy)
7. Gabriella Tigu, Professor, PhD, Bucharest University of Economic Studies (Romania)
8. Erkunt Oner, Founder and CEO Tura Turizm Holding (Turkey)
MASTER CLASS 3

Registration 1545hrs,

ATTRACTING, TRAINING, MAINTAINING & ELEVATING TOP HOTEL REVENUE MANAGEMENT TALENT
1600hrs – 1730hrs

Tourism and the hospitality industry are often criticised for creating low quality service employment. There are issues of poor wages, modern slavery, excessive hours, poor terms and conditions, lack of union recognition, equal opportunity and high staff turnover. However, there is much good practice in the industry. The tourism and hospitality industries remain remarkably open, many reach GM or Board level having started in entry-level jobs. This Master Class will therefore talk about what can be done to improve the perception about working in the tourism sector and ways how to attract, train, maintain and elevate top hotel revenue management talent.

MODERATED BY: Hulya Aslantas, Former World President of SKAL (Turkey)

1. Julio Andrade, UNITAL Associated Fellow Director, CIFAL Malaga (Spain)
2. Clyde Caruana, Executive Chairman, Jobs Plus (Malta)
3. Nicholas Callus, Chairman Domain Academy (Malta)
4. Rosianne Cutajar, Politician (Malta)
5. Franck Trouet, Executive Director of the national association of hoteliers, restaurants, cafés and caterers - GNI-SYNHORCAT, (France)
6. George Drakopoulos, CEO, Founder Tourism Generis (Greece)
7. Ian Castaldi Paris, Chairman Identity Malta (Malta)
8. Dr. Suzy Hatough, Director General, Middle East Travel and Tourism Development Network Centre / Middle East University MEU (Jordan)

CONCLUSION: Julia Farrugia Portelli, Parliamentary Secretary for Reforms, Citizenship and Simplification of Administrative Processes (Malta)
MASTER CLASS 4

REGISTRATION **1545hrs,**

SMART NATION CONCEPTS
The future of embellishing tourism destinations

1600hrs – 1730hrs

In many ways, the smart city concept is simply good urban planning that incorporates both advances in digital technology and new thinking in the age-old city concepts of relationships, community, environmental sustainability, participatory democracy, good governance and transparency. We are now however experiencing a new layer of electronic connectivity which has the potential of creating a virtuous circle through which the city allows its citizens to power its evolution through interactive solutions thus creating a positive feedback loop. This Master Class will bring together experts from different backgrounds to discuss not only the importance of aesthetics of a tourism destination or operation in generating sustainable business but also present the latest advances in the field of embellishment practices. Specific emphasis will amongst other be made on artificial intelligence, face recognition technology, holographic technology and augmented reality technology in upgrading the look, feel and experience of a tourism destination and operation.

INTRODUCTION: **Daniela Wagner,** Director, International Partnership, Jacobs Media Group (UK)

**Creating a Sustainable Infrastructure and Environment for leading Tourism Destinations (10 mins)**

**Dr Konrad Mizzi,** Minister of Tourism (Malta);

**The Potential of Malta becoming a SMART Nation as a case of best practice in the Mediterranean Region (10 mins)**

**Peter Sharratt / Alex Silver,** WSP (UK);
PANEL DISCUSSION:

MODERATED BY Daniela Wagner, Director, International Partnership, Jacobs Media Group (UK)

(70mins)

1. Ronald Mizzi, Permanent Secretary Ministry of Tourism (Malta)
2. Stephen Xuereb, Chief Operating Officer (COO) - Global Ports Holding; Chief Executive Officer - Valletta Cruise Port plc (Malta)
3. Johann Buttigieg, Executive Chairman, Planning Authority (Malta)
4. George Micallef, Deputy President, Malta Hotels and Restaurants Association, and Mediterranean Tourism Foundation Governor (Malta)
5. Kaan Toy, Founder and Managing Director YTC (Turkey)
6. Angeliki Chondromatidou, Director of the Tourism Minister’s Office, Vice President of the Greek National Tourism Organisation
7. Daniel Surya, Executive Chairman WIR Group – Augmented Reality & Artificial Intelligence (Indonesia)
8. Mark Jenkinson, Head of AMO Cities, Siemens Global Centre of Competence Cities (UK)
MASTER CLASS 5

REGISTRATION 1545hrs,

ATTRACTING INVESTMENT AND FINANCE
Which kind of projects are Investors and Finance Suppliers seeking to support as Mediterranean tourism keeps evolving and growing?

1600hrs – 1730hrs

This Master Class will serve as a forum to drive international awareness and investment into the Mediterranean tourism sector and it will act as a catalyst for inclusive growth. Discussions and presentations during this session will therefore revolve around ways that add value to the efforts of tourist destinations and operators in translating their projects into bankable initiatives. Delegates will therefore have the opportunity to participate not only in a high-level discussion but also enjoy prospects to interact and network with policy makers, bankers, fund managers, tourism experts, business innovators, government officials and influencers, who have the power to channel capital and raise funds. Significantly, given that investors, finance suppliers and policy makers from across the world are today becoming more concerned about sustainability issues, one of the key factors discussed will relate to the potential of investment opportunities in green tourism projects across the Mediterranean region.

MODERATED BY: Raphael D’Aloisio, Partner Deloitte (Malta)

1. Piergiorgio Bianchetti, CEO and Founder Carthesio Holding (Luxembourg)
2. Albert Frendo, BOV (Malta)
3. Ibrahim Ayoub, CEO, InvesTourism (Mauritius)
4. Chris Grech, Dhalia (Malta)
5. Diego Fuentes, CEO Tourism Optimiser Platform (Spain)
6. Simon DeCesare, President Malta Business Bureau and Malta Hotels and Restaurants Association Council Member (Malta)
7. Gavin Gulia, Chairman Malta Tourism Authority (Malta)
8. Hisham Zaazou, Former Minister of Tourism (Egypt)