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ENHANCING BUSINESS SUPPORT ORGANISATIONS



Deutsch-Arabisches
Industrie- und Handelskammer
German-Arab
Chamber of Industry and Commerce
الغرفة الألمانية للصناعة والتجارة



The 8th Mediterranean Tourism, and 2nd EBSOMED Roadshow in Southern Neighbourhood Countries

Helnan Palestine Hotel Alexandria, 13th & 14th of July 2019

Under the auspices of and addressed by

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

Draft Programme



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EUROPEAN UNION

The EBSOMED project is led by BUSINESSMED within a consortium consisting of 6 partners.



EUROCHAMBRES



جمعية غرف التجارة والصناعة للبحر المتوسط المتوسط



Deutsch-Arabisches
Industrie- und Handelskammer
German-Arab
Chamber of Industry and Commerce
الغرفة الألمانية للصناعة والتجارة

Saturday, July 13th, 2019

14:00 – 15:00 h Registration / Networking

15:00 – 17:00 h **Promoting your tourism business in a digital age** (Closed Training)

18:30 – 19:00 h **Inauguration of the Conference**

Moderated by Dr. Alaa EZZ, Secretary General, FEDCOC/CEEBA & Chairman, EBSOMED Exec. Committee

- Ahmed El WAKIL, Chairman, Federation of Egyptian Chambers of Commerce & ASCAME
- Eng. Emad GHALY, President, German-Arab Chamber of Industry & Commerce
- Mahmoud El-KAISSY, President, CEEBA
- Ghassan AIDI, President, International & Mediterranean Hotels & Restaurant Association
- H.E. Ivan SURKOS, EU Ambassador to Egypt and Head of the Delegation
- H.E. Nasser KAMEL, Secretary General, Union for the Mediterranean
- H.E. Dr. Abd El Aziz QONSOWA, Governor of Alexandria
- H.E. Dr. Rania Al-MASHAT, Minister of Tourism

19:00 h Gala Dinner

Sunday, July 14th, 2019

10:00 – 10:30 Registration / Networking Coffee Break

10:30 – 12:00 **Comprehensiveness through Complementarity**
The Global Tourism Outlook & the Mediterranean Region

Cooperation between Northern and Southern shores to cope with new global tourism trends and issues such as seasonality

Promoting a Mediterranean Tourism Identity

Moderated by H.E. Dr. Hisham ZAZOU, Former Minister of Tourism

- Ahmed El NASSIF, Chairman, Egyptian Tourism Federation
- Airam Diaz PASTOR, Association of Mediterranean Cruises
- Waseem Mohei EL DIN, Chairman, San Giovanni Group and Tourism Commission
- Hanan WEFKY, General Manager, Helnan Palestine Hotel
- Hamid BENTAHAR, Vice Président Luxury & Upscale Brands Africa & Indian Ocean, Accor Hotels Morocco



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- H.E. Marie-Louise Coleiro PRECA, Patron, Mediterranean Tourism Foundation
- Pierre AKHBAR, President, Lebanese Hotel Association
- Stefano DOMINIONI, Director, European Institute of Cultural Routes – Council of Europe

The New Generation of Digital Tourists

Staying ahead of digital trends through innovation, technology, augmented reality etc

12.15 – 13.45

Moderated by Eng. Khalil Hassan Khalil, Chairman, FEDCOC Digital Economy

- Egyptian/ Mediterranean digital tourism success stories
- Justin REID, Head of Destination Marketing, Europe, Middle East and Africa, TripAdvisor
- Eng. Hala El GOHARY, Chairman, ITIDA
- Walid El-BATOUTY, Area Representative of the World Federation Of Tourist Guides Association in the Middle East & Executive Board Member Of The Arab Federation Of Tourist Guides
- Ziad EIADAWY, CEO, Tripdizer
- Ali Din ADHAM, Founder, Tazcara
- Antonio López de ÁVILA, Former Director SEGITTUR (Spanish Ministry of Tourism). Special Advisor on Innovation and Technology to the Secretary General of the UNWTO in 2017

Coffee Beak & Networking

13:45 -14.15

Sustaining Tourism Growth in the Mediterranean through Green and Sustainable Tourism

14:15 – 15.45

Why green / ecotourism?

Eco tourism marketing strategies (major green/ sustainable tourism labels etc)

How to empower women's entrepreneurs?

Moderated by H.E. Dr. Laila Iskandar, Former Minister of Environment, Chairman CID Consulting

- Naut KUSTERS, General Manager of Travelife for Tour Operators
- Antonio TROYA, IUCN-Med Director
- Hisham GABR, Board Member, Egyptian Tourism Federation
- Ahmed YEHIA, Eco Nubia
- Heba BAKRI, Board Member, Egyptian Tourism Federation
- Antonio M. del PINO, Spanish Ministry of Finance, Leader of PANORAMED Programme
- Davide STRANGIS / Elodie NUNES, CRPM (Executive Director for EU Programmes, Partnerships & Geographical. Commissions Conference of Peripheral Maritime Regions (CPMR))
- Juan Manuel CID, El Legado Andalusi



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15:45 – 17.15

Funding and Finance Opportunities for Tourism Enterprises in the Mediterranean

Moderated by Dr. Alaa Ezz, Secretary General, FEDCOC/CEEBA & Chairman, EBSOMED Exec. Committee

- Ibrahim LAAFIA, Head of Cooperation, European Union Delegation to Egypt
- Anna CATE, Chairperson, JMA ENI CBC MED Programme
- Janet HECKMAN, Managing Director, SEMED, EBRD
- Walid LABADI, Director, Egypt, Libya and Yemen, IFC
- Yoshifumi OMURA, Chief Representative, Japan International Cooperation Agency, JICA
- Malinne BLOOMBERG, Regional Director, African Development Bank AFDB
- Burkhard HINZ, Director, KfW Egypt
- Sophie SCARVELIS, Project and Programme Development Unit (Interreg MED Programme)

17.15 -17.30

Closing

Lunch



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