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# MEDITERRANEAN TOURISM FORUM

TWENTY SEVENTEEN

**4<sup>TH</sup> EDITION**

**17<sup>TH</sup> MARCH 2017**



Mediterranean  
Tourism Foundation



MEDITERRANEAN  
**HOT**  
hospitality of tomorrow

# CONFERENCE AGENDA

**Event to be co-hosted by:**  
Clare Agius, leading TV presenter and Actor,  
and Zed the Explora Robot.

- 0815hrs** Registration
- 0915hrs** Andrew Agius Muscat,  
Secretary General Mediterranean Tourism Foundation
- 0920hrs** **H.E. Marie-Louise Coleiro Preca**, President of Malta
- 0930hrs** Conference Opening with the special participation  
of Maestro Bruno Santori, **Italy**
- 1000hrs** **SMILE. The most powerful weapon of humanity is TO SMILE...**  
Ece Süeren Ok, Human Resources Consultant and Key Note  
Speaker for Management Centre of Turkey, **Turkey**
- 1020hrs** **“THE MEDITERRANEAN TOURISM MARKET - WHAT’S HOT,  
WHAT’S NOT AND WHAT ARE THE DESIRABLES?”**  
facilitated by DEAN MICALLEF - CEO, Firstbridge, **Malta**  
**HAMID BENTAHAR**, President of the Tourism Council of  
Marrakech & Vice President Luxury & Upscale Brands Africa  
& Indian Ocean, chez Accor Hotels, **Morocco**  
**PAUL BUGEJA**, CEO, Malta Tourism Authority, **Malta**  
**CHRISTIAN DEL BONO**, President of Federalberghi  
Isole Minori della Sicilia, **Italy**  
**SHINGO ENDO**, Malta Tourism Authority Representative,  
**Japan and Korea**  
**MANOLIS PSARROS**, Managing Director, Toposophy, **Greece**  
**MURAT ERSOY**, Chairman of Atlas Global, **Turkey**
- 1120hrs** Coffee Break
- 1140hrs** **“THE BOX”** by PASI TUOMINEN, Professor,  
Haaga-Helia University of Applied Sciences, **Finland**
- 1200hrs** Panel discussion **“WHAT ARE THE PROSPECTS FOR  
TOURISM AS A VEHICLE FOR PEACE AND STABILITY  
ACROSS THE MEDITERRANEAN REGION”** facilitated  
by Andrew Agius Muscat, MHRA CEO

**H.E. RULA MA'AYAH**, Minister of Tourism and Antiquities, **Palestine**

**ISTVAN UJHELYI**, Vice-Chair of the EU  
Transport & Tourism Committee, **HUNGARY**

**HISHAM ZAZOU**, Former Minister of Tourism, **Egypt**

**ERSIN BALCI**, Advisor to the Minister of Culture  
and Tourism, **Turkey**

**GIANCARLO POLENGHI**, Director,  
Firenze Sacred Art School, **Italy**

**FRANK TROUET**, Directeur Général SYNHORCAT  
(Syndicat National des Hôteliers, Restaurateurs,  
Cafetiers et Traiteurs), **France**

**1300hrs**

**“THE FUTURE IS NOW”** by PETER SHEARER,  
Co-Founder of AR Group, **Indonesia**

**1320hrs**

**The 10 MINUTE Q&A CORNER**

**“TURNING EUREKAS INTO EUROS”** facilitated by  
Şehnaz Çehreli Shefik, Managing Director Cehreli  
Tourism Consulting, **North Cyprus**

**KARIM ZAAZOU**, Samsung, **Korea**

**BRUNO SANTORI**, Orchestra Conductor, **Italy**

**DIANA GLUHAK**, Nutritionist, **Croatia**

**MIKE JORDANOU**, Director, WSP, **UK**

**PRATHISH NAIR**, Transcend, **India**

**NICHOLAS VILARDELL**, 360 Brandvision, **Las Vegas, USA**

**1420hrs**

Launch of the Mediterranean Tourism Foundation Projects

**1425hrs**

Tony Zahra, President Mediterranean Tourism Foundation

**1435hrs**

Hon. Dr Edward Zammit Lewis, Minister for Tourism, **Malta**

**1445hrs**

Conference closing with the participation of Brooke Borg,  
singer from Malta performing 'Unstoppable'

**1450hrs**

Lunch