

4th Summit of Travel Agencies Associations

SPEAKERS AND PANELISTS

1st - 3rd NOVEMBER 2017





Travel Facilitation and Strong Immigration and Border Protection Policies

November 2nd • 10h

SPEAKER & CHAIRPERSON



Dirk Glaesser

Director for Sustainable Development of Tourism Department at the World Tourism Organization (UNWTO)

Director for Sustainable Development of Tourism Department at the World Tourism Organization (UNWTO), the department deals with the different challenges and opportunities of tourism development, among them environment and planning, investment and finance, risk and crisis management.

Dirk Glaesser is a banker by profession and Lieutenant Colonel of the German Airforce. He obtained his Ph.D. from the University of Lüneburg (Germany) and won the ITB scientific award for his work on Crisis Management. He is the author of a number of publications which have been widely translated.

Dr. Glaesser is married and has two children.

PANELISTS



Alassane Dolo

Regional Officer for Aviation Security and Facilitation of ICAO (International Civil Aviation Organization)

Alassane Dolo has been working for the ICAO Regional Office for Western and Central Africa (WACAF) since 2008. He is responsible for maintaining continuous liaison with the States to which WACAF is accredited and with other appropriate organizations, regional civil aviation bodies and UN agencies and programmes of the Region. He conducts interregional coordination and promotes the harmonized and timely implementation of ICAO Standards and Recommended Practices (SARPs) of Annex 17 and the Security related SARPs of Annex 9 to the Chicago Convention on International Civil Aviation Organization. Mr. Dolo also conducts assistance to the WACAF States in the twin area of Security and Facilitation.

PANELISTS



Cesar Romero García

President of GMA (Mexican Group of Associations of Travel Agencies)

Cesar Romero was born in Mexico City. Graduated from the Universidad Nacional Autónoma de México, started his activity in the Tourism industry since 1970.

In 1989, he founded his own Wholesale Travel Agency, being today an important referent in the Travel Agencies segment and the Tourism Industry in Mexico.

Mr. Romero is a charter member and former President of Expo Mayoristas A.C., the Association that affiliates the most solid and important wholesale Travel Agencies in the country. He is also a former President of the Asociación Metropolitana de Agencias de Viajes, the most important association of agencies in Mexico, due to the prestige, sales potential and importance of its members.

Current President of GMA Grupo Mexicano de Asociaciones de Agencias de Viajes y Empresas Turísticas A.C., integrated by the most prestigious Travel Agencies Associations of the country.

Mr. Romero has also an extensive experience as GSA of Korean Airlines, South African Airways and Japan Airlines.



Alan Wardle

Director of Public Affairs of ABTA (The Association of British Travel Agents)

Alan Wardle is Director of Public Affairs at ABTA, the Travel Association. He leads their policy and political work in Westminster, Brussels and the devolved nations. He was previously Head of Policy and Public Affairs at the NSPCC, the leading children's charity, heading their campaigning and influencing work. He has considerable experience of public affairs, policy, communications and political campaigning with previous roles at Stonewall and the Local Government Association.

Prior to that, Alan was in the civil service where he held various policy, finance and private office roles in the Department for Work and Pensions.



The impact of the digital economy on Travel Intermediation and tourist promotion

November 2nd · 11h

SPEAKER & CHAIRPERSON



Antonio López de Ávila Muñoz

Director of the Tourism Innovation Initiative at IE University & Special Advisor on Innovation and Technology to the Secretary General of the UNWTO

Mr. López de Ávila, Special Advisor to the Secretary General of the UNWTO on Innovation and Technology since April 2017, has led the Smart Destination Initiative in Spain as President-CEO of SEGITTUR from 2012 to 2017. A leading and very innovative initiative worldwide that is changing the Tourism strategy in the XXI century, based on Sustainability, Innovation, Technology, and Accessibility.

Thanks to this initiative, Spain was the first country in including the “Smart” concept in its Tourism Strategic National Plan, in implementing pilot projects throughout the country and in developing the first Smart Tourism Intelligence System (#bigdata #IoT #Analytics) for a destination.

Mr. Lopez de Avila was also an entrepreneur, as founding partner many companies, so he created in 2012 the Spanish Tourism Entrepreneur Network (Red Innpulsa) and the Emprendetur finance program of the Secretary of State of Tourism (which has financed around 400 start-ups and companies with more than 80M€).

Currently, he works at IE Business School (www.ie.edu), one of the top business schools worldwide, as Professor of Innovation Management, Director of the Tourism Innovation Initiative and Director of Corporate Relations EMEA-APAC. He used to work for this institution for over a decade before he was posted as President of SEGITTUR. As scholar, he focuses in various research areas in Tourism like Innovation, Digital Transformation and Smart Destinations in both private and public sector.

He earned an Executive MBA from IE Business School and a Bachelor Degree in Law from ULPGC (Spain).

He is an international speaker and loves creating and working on disruptive, interdisciplinary, international and intercultural projects.

PANELISTS



Manuel Aragonés

CEO of Travel Compositor

Manuel is a Oldpreneur with a lot of experience in the Tourism industry. He managed and owned Tour Operators, DMC and Agency groups during 20 years in 6 countries before switching into the software part of the TTL business by founding Travel Compositor, awarded as the best Spanish start-up with less than 2 years in market from all sectors in 2015/6 in Premios Emprendedor XXI by Spanish Ministry of Industry. They create a new standard to plan, quote and book trips that save millions of working hours to travel agencies and operators, already implanted in 45 countries after only 28 months in the market.

PANELISTS



Alfonso Escalero Suz

Founder, Creator and CEO of I Love The World and I Love The Sea

Alfonso Escalero started within business world when he was 18 years old. Personal circumstances led him to discover creative possibilities and to generate new business as a vital priority. He put on the back burner his technical architecture studies and when he was 25 years old, he had already promoted and consolidated one of the largest leisure business groups in Tenerife.

Changes in his own vital model and the crisis that without palliatives paralyzed the economy in the Canary Islands led him to finish his previous career and start again, starting from that which constituted his great liking: he began to take photos and he published it for free under a created brand by him for this purpose “I Love Santa Cruz” and soon the space accumulated hundreds of thousands of visits and likes.

This beginning also attracted varied talents who joined the project. Experts in documentaries, commercials spots, 360 photographers, screenwriters and what began as a hobby, became a structure with a commercial purpose, becoming an audiovisual producer able to provide services to tourism boards and private agencies for the promotion of their destinations.

Canarias is a privileged natural setting which has allowed to this company, now, named “iLoveTheWorld” to explore the different techniques possible in all media (Land, Sea and air) and this circumstance has made the company evolve towards a unique feature in the world: iLoveTheWorld is able to film, in professional quality, contents in Virtual Reality in land, air and under the sea.

The audiovisual projects carried out by the company become a revulsive in the tourist promotion of destinations through digital.

Alfonso is still feeling a beginner and his vision leads him to follow a path of creations and innovations to develop.



Amuda Goueli

Co-founder and CEO at Destinia.com & B2B TOR Travel

Amuda Goueli was born in No-Man’s land, in Nubia (Egypt). He was raised in the desert until he was 8 years old, when he moved to El Cairo to study. Amuda holds an MBA degree from IE Business School and was designated an Expert Analyst in Tourism by the World Tourism Organisation in 2011. He is an inveterate entrepreneur and avid traveller.

Destinia is an international online travel agency based in Spain and with offices in Cairo, Dubai and Tehran. Founded in 2001, we are now 170 employees worldwide and 2 million clients has given us their confidence. We offer 300,000 hotels and 600 airlines, permitting reservations in over 30 languages. Destinia is among the top 5 OTAs in Spain and was the first European travel agency to accept Bitcoin payments.

Recently, he is also managing Director of TOR Travel, the B2B business of the the company. As well as his experience with Destinia, Amuda’s background includes being a founder partner of other successful online travel-related portals such as Troovel, Onlinetravel, and Globalclick. He tries to bring his experience to help other companies, SMEs and entrepreneurs to generate business through digital commerce. His philosophy is ‘think big and act boldly’.

PANELISTS



Luis Hurtado de Mendoza

Senior Director, Key and Distribution Accounts EMEA-LATAM at the Expedia group

Luis Hurtado de Mendoza is responsible for the Expedia group's relationship with some of the world's leading hotel chains in Europe, the Middle East, Africa and Latin America.

With over 20 years' experience in the hospitality industry, Luis is an expert at providing strategic direction to help maximize hotel partners' business, as well as encourage new product and technology adoption in hotels.

Prior to his current role, Luis worked for almost five years as Key Account Director for the Expedia group and previous to that, in a business development role for the company. He began his career as a sales manager for the Mirai Hotel Technology Company brand.

Luis holds a degree in Law from the Autonoma University in Madrid.



Keith Jenkins

CEO iambassador

Keith Jenkins is the founder of the multi award-winning Velvet Escape luxury travel blog, and he is CEO of iambassador, the world's leading international travel influencer network.

Founded in 2011, iambassador collaborates with tourism boards and travel brands from all over the world to produce innovative online marketing campaigns, many of which have won awards and industry acclaim, including a World Travel Award for Europe's Leading Marketing Campaign 2017.

Based in Amsterdam, Keith worked in investment banking for ten years before travelling the world and carving out a new career as a professional blogger and social media advocate. He has visited more than 80 countries across six continents.

A regular speaker at tourism and social media conferences, Keith is an expert in influencer marketing and digital trends, and has presented at TEDx. Keith's work has been featured in The New York Times, Lonely Planet, National Geographic, CNN and BBC Travel.



Worldwide Travel Agencies: Market Trends (Regional Presidents' Panel Discussion)

November 2nd • 12.30h

SPEAKER & CHAIRPERSON



Mark Meader

Senior Vice President of Marketing, Industry Affairs & Education of ASTA (American Society of Travel Agents)

Mark Meader joined the American Society of Travel Agents (ASTA) in April 2015 where he has a broad focus on marketing ASTA, its sub-brands, events, products and services. He also represents the travel advisor and consumer communities within all components of the travel industry – travel suppliers, technology providers, coalitions and trade associations as well as U.S. government entities. Mark is the driving force behind much of the highly-rated content of ASTA’s annual Global Conventions and Premium Business Summits being responsible for ASTA’s educational efforts, fostering agency growth and learning worldwide. While monitoring industry issues and trends, he advocates for, promotes and defends the agency community to ensure the travel advisor’s voice is heard clearly and the advisor is well represented within all components of the industry. Mark also serves on the Board of Directors of the WTAAA – the World Travel Agents Associations Alliance – where he functions as Vice Chair – an organization facilitating the exchange of ideas and information to the agency community across the globe.

A travel industry veteran with global experience in the agency, GDS, airline and travel association communities, Mark served previously as Vice President, Business Development at the Airlines Reporting Corporation. He has firsthand knowledge of the travel industry from his time with American Airlines followed by the Sabre Corporation where he was a senior executive not only in the U.S., but in both Europe and Asia-Pacific as well. And at United Airlines, Mark worked on various aspects of their merger and integration with Continental Airlines. Mark began his travel industry career as an outside sales advisor at a travel agency in the Boston area.

Having worked and succeeded for multiple years in many facets of the travel industry, it should come as no surprise that travel is Mark’s passion. When not focused on marketing or the plethora of issues and education facing the agency community and our industry in general, you’ll find him plotting and planning his next travel adventure to a new part of the globe he’s yet to explore.

PANELISTS



Paula Cortés Calle

Vice President of FOLATUR (Latin American Tourism Forum) & ANATO (Colombian Association of Travel and Tourism Agencies)

Lawyer and travel agent, with an outstanding career in which she has developed an entrepreneurial management in the tourism sector by developing strategies and collaborating the aggrandizement of travel agencies.

At the Presidency of ANATO she has led policies, together with the national government, to attract and promote Colombia as a world-class destination. Cortés Calle also participated in the construction of public policies for tourism sector and she is one of the founders of FOLATUR, Latin American Tourism Forum.

With the steps taken in ANATO, Paula Cortés Calle achieved to position the travel agent’s work in Colombia, as well as the develop of new plans and strategies to train professionals on issues relative to competitiveness, quality and marketing improving tourism services.

Their positions in the association have been Member of the Central Chapter Board, Secretary of the National Board, Vice President of the National Board, and President of the National Board.

From 2012 to 2017, Paula Cortés Calle hold position as a President in Latin American Tourism Forum. At present, she is also a member of the Board of Directors of the World Tourism Organization (UNWTO), where she served as Regional Vice President for the Americas between 2012 and 2015.

PANELISTS



Merike Hallik

President of ECTAA (The European Travel Agents' and Tour Operators' Associations)

Merike Hallik is a graduate of Tartu University in Estonia in the field of English language and literature (MA). During her 30 years career in tourism she has undergone numerous trainings in different areas - Negotiating Better Business, Effective Sales Calls, Account Management Programme, Sales & Marketing, Leadership, Coaching and Mentoring, Strategic & Logistical Planning, Client & Vendor Relations, Budgeting & Cost Control, etc. She is IATA Certified: from IATA-UFTAA Standard Course to IATA-UFTAA Management Course.

Merike Hallik has strong expertise in all aspects of hospitality, tourism, travel, and catering for corporate, leisure, and group clients, including producing events and specialty travel programs.

She was a recognized visiting lecturer at Estonian School of Hotel and Tourism Management in Tallinn for 5 years in 2001-2005. She has edited some textbooks for tourism schools.

Her work in travel industry has been divided between 2 biggest travel agencies in Estonia.

Currently:

- * President of ECTAA
- * Vice President of Estonian Travel and Tourism Association (ETFL)
- * Proud member of SKÅL INTERNATIONAL Tallinn Club (SKÅL is a professional organisation of tourism leaders around the world)
- * CEO of CWT Estonia AS (travel agency of 26 years and 43 employees)

Hobbies: reading crime stories, watching crime and court movies and psychological thrillers. Listening to music and travelling, of course! A devoted cruise fan!



Hamzah Rahmat

President of FATA (Federation of ASEAN Travel Associations)

Hamzah started his career with Singapore Airlines in 1979 and obtained the IATA/UFTAA Diploma in 1981. He then spent 4 years as the Regional Sales Manager for Saudi Arabian Airlines – managing Saudi's regional Haj operations which included Malaysia, Indonesia, Brunei and Singapore.

He started Gasi Travel Group in Malaysia in 1986. Hamzah is currently with Flight Centre Travel Group, Malaysia and Buffalo Tours, Malaysia.

With over 30 years in the travel industry and extensive involvement in MATTA since 2000, Hamzah has forged a wide-reaching industry-wide network and is particularly known by many senior travel industry players and stakeholders in the region.

From June 2013 to July 2017 he was the President of MATTA (Malaysian Association of Tour and Travel Agents) and currently serves the association as its Immediate Past President providing continuity in many areas, particularly in MATTA's Capacity Building initiatives.

From 2014 to 2016 he served as the Secretary General of FATA (Federation of ASEAN Travel Associations) and since 2016, as the President of FATA.

PANELISTS



Nicanor Sabula

CEO of KATA (Kenya Association of Travel Agents)

Nicanor Sabula is the Chief Executive Officer at Kenya Association of Travel Agents. He holds a Masters of Arts (MA) Degree from the University of Nairobi and a Bachelors of Science (B.Sc.) from Egerton University. Mr. Sabula is an accomplished Association manager with more than 10 years experience managing projects, programs and administration functions in international not for-profit organizations.

Previously he has worked for the East Africa Association of Grantmakers (EAAG) as the Chief Executive Officer, the Association of Professional Societies in East Africa (APSEA) and the International Council of African Museums (AFRICOM) in different capacities.

Mr. Sabula holds various voluntary leadership positions in a number of non governmental organizations across East Africa.



Jayson Westbury

CEO of AFTA (Australian Federation of Travel Agents)

Jayson Westbury has been the President and Chief Executive of the Australian Federation of Travel Agents (AFTA) for the past 9 years. He has lead a national reform of travel agency licenses which has delivered a new de-regulated regime that will “future proof” travel agencies businesses across Australia. He is now in the process of establishing the new AFTA Travel Accreditation Scheme that will replace travel agent licenses across the country.

With over 29 years of experience in the hotel/tourism/travel/hospitality industries and as a representative lobbyist both domestically and globally, Jayson has a track record of delivering outcomes for industry.

Jayson holds several positions across a range of boards including the Treasurer of the World Travel Agents Association Alliance (WTAAA) and is a representative on the IATA Passenger Agency Program Global Joint Council (PAPGJC).

Jayson is married to Nicole, has three children, a love of good wine and steep ski slopes.



Present & Future of Airline Distribution

November 3rd · 9.45h

CHAIRPERSON



Otto de Vries

Chairman of WTAAA (World Travel Agents Associations Alliance) & CEO of ASATA (Association of Southern African Travel Agents)

Otto is the CEO of ASATA (Association of Southern African Travel Agents) and the Chairman of the World Travel Agents Association Alliance (WTAAA). He has been active in the travel industry for almost 30 years, 20 of those in senior management roles in the both the retail and wholesale sectors.

He is a WTAAA delegate to the IATA Passenger Agency Global Joint Council (PAPGJC) and is also on the board of the Tourism Business Council of South Africa. He is a member of the market access and regulatory environment working committee of the National Department of Tourism in South Africa. He was the recipient of the Business Traveler Africa, Business Travel Personality Award for 2014, 2015 and 2016, for his work on challenging the recent changes to South Africa's immigration regulations and his general contribution to the industry in South Africa.

Otto is passionate about the travel and tourism industry and a firm believer in its ability to create jobs, something that is critical issue in South Africa, where unemployment sits at around 27%.

PANELISTS



Eva Blasco García

Vice President International Affairs of CEAV (Spanish Confederation of Travel Agents)

Eva Blasco got a Law degree at University of Valencia.

After the graduation, she started her career in the Valencian Regional Ministry of Industry, Trade and Tourism in the Promotion department. At the same time, she practised law, being also teacher of administrative and tourist law.

In March 1993, she started working in IVEX (Valencian Export Institute) first as Manager of Far Eastern Area, and from 1998 until 2002 as Director of IVEX New York.

In 2003, she joined the family company, Europa Travel, where she is at present Managing Director.

Among others, she is Vice-president of International Affairs of CEAV (Spanish Confederation of Travel Agencies), Member of Spanish APJC, Deputy Director of WTAAA Board, Director of ECTAA Board, Member of ECTAA's Air Matter Committee, President of BPW Valencia (Business Professional Women Valencia), Director of Valencia Business Federation Board (CEV), Member of Valencia Tourism Board and Member of the Council of Valencia Chamber of Commerce. She was Vice-President of ECTAA from 2012 to 2016 and PAPGJC representative from 2009-2011.

Her hobbies include cinema, reading and, as could not be otherwise, travel.

She has a 12 years old son, who is for her greatest personal achievement, and that strengthens her conviction of the absolute necessity to continue working to build all together a better future.

PANELISTS



Javier Gándara Martínez
Country Director Easyjet Spain

Javier Gándara, CEO of easyJet in Spain, Portugal The Netherlands. Before joining easyJet, Javier worked as a Senior Manager Operations for Spain and Portugal in the international company FedEx from 2000. In 2007, he was named Operations Manager by easyJet in Spain, which was his job until the 1st May, when he became easyJet Country Manager for Spain, Portugal and The Netherlands. He is graduated in aeronautic engineering by the UPM (Universidad Politécnica de Madrid) and he also has an MBA by the IE Business School.

Javier Gándara bets for a sustainable growth of easyJet in Spain, which is a key market for the airline. Despite the economic crisis, easyJet has continued betting for Spain with the opening of its new base in Barcelona in February 2016.

As he represents the airline in Spain, he works closely with the Spanish public authorities, to assure a sustainable growth for easyJet in the country. Javier was appointed President of ALA (Airline Association) in June 2017.

Javier Gándara is married and he has two children.



Larry Lo
Chairman of SIPA (Hong Kong Society of IATA Passenger Agents)

Larry holds a Bachelor Degree in Business Management from the Royal Melbourne Institute of Technology. He started his career in 1988 as a Travel Consultant, and worked in a number of travel companies in Hong Kong and Canada gaining an in-depth insight into the international travel industry.

Currently, he is a Chief Executive Officer - Asia of CTM Group in responsible for the Company's overall management, sales operations and continued development of strategic alliance partnerships across Asia region.

Today, he manages more than 700 employees in Hong Kong, Mainland China, Macau, Taiwan and Singapore.

He currently also serves as the Chairman of Hong Kong Agency Programme Joint Council (APJC) and a Director of the Travel Industry Council of Hong Kong (TIC).

PANELISTS



Aleks Popovich

IATA SVP Industry Distribution and Financial Services

Following an academic career in which he attained a DPhil in Mathematics at Oxford University, Aleks joined British Airways in late 1982 to work in the fields of Information Technology and Operational Research. In 1993, he became Head of IT for the British Airways World Cargo division. In 1995, Aleks moved into British Airways World Cargo to lead a new Network Management function. In 1997, he moved into the British Airways' mainstream passenger business to become General Manager Revenue Management. In 2002, Aleks formed and led a new Business Transformation function within British Airways, accountable for business change and business intelligence.

In April 2005 he joined IATA, and revitalized the organization's approach to cargo including guiding the e-freight, e-AWB and secure freight projects. Currently, Aleks is IATA's SVP Financial and Distribution Services. In this role, he is responsible for IATA's financial operations which combined handle over US\$370 billion in annual settlements, as well as development and delivery of wider Financial and Distribution products and services. Aleks is also responsible for IATA industry activities within airline distribution, including development of the New Distribution Capability (NDC) standard. He is married, with 3 children, and based in Geneva.



Decius Valmorbida

Senior Vice President Travel Channels of Amadeus IT Group

In June 2017, Decius was appointed SVP Travel Channels and joined the Amadeus Executive Committee.

He started in Amadeus as Operations Director for the Brazilian ACO in January 2004. In 2006, he relocated to Nice to become the Head of LATAM Marketing team.

In 2009, he moved back to Brazil and had a brief term as the GM of the South LATAM ACO and shortly after he was appointed as Director for the LATAM region. During his term, he helped Amadeus grow its business both on its IT and Distribution business lines.

In August 2013, Decius was appointed Vice President of Distribution Marketing. He was responsible for the strategic planning and marketing strategy for all customer segments of our Distribution business, including airlines, travel agencies and other service providers.

Before joining Amadeus, he held several positions for 10 years in the Telecom industry in companies such as AT&T and Ernst & Young.

Decius earned an undergraduate degree in Computer Science from PUC in Rio de Janeiro (1995). He received an MBA in General Management from Insper Institute in Sao Paulo Brazil (2004), and he is a graduate of the General Management Program at Harvard Business School (2010).

Decius is based in Madrid. A Brazilian citizen, he speaks Portuguese, English, Spanish, and French.



4TH SUMMIT of TRAVEL AGENCIES ASSOCIATIONS

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Patronat Provincial de Turisme de València



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