



**10th Shopping & Quality Tourism Summit España 2020**  
**Virtual Event**  
**21 and 22 October**

**THE EVOLUTION OF THE TOURISM MODEL: AN OPPORTUNITY FOR SPAIN**  
**The effort to keep the leadership in the emerging market**

**PROGRAM:**

Wednesday, October 21, 2020.

**09:10am.**      **CONNECTION** 10th. Shopping & Quality Tourism Summit

**09:15am.**      **OPENING.**

**Participants:**

- Reyes Maroto, Minister of Industry, Commerce and Tourism, Government of Spain.
- Isaías Táboas, President, RENFE.
- David Alonso, Corporate Vicepresident Delegate, Samsung Spain.
- Manuel Butler, Executive Director, UNWTO.
- Jordi Hereu, President of the Summit Organizing Committee.

**10:15am.**      **PAUSE.**

**10:30am.**      **THE ECONOMIC IMPACT OF THE COVID-19 IN EUROPE:**

**ANALYSIS AND OPPORTUNITIES FOR THE RECOVERY OF THE SECTOR**

- Marta Blanco, President CEOE International and Tourism Council, CEOE.

**THE TRANSFORMATION OF THE TOURIST MODEL IN EUROPE:**

**Moderator:**

Daniel Rodríguez, Journalist and Summit Presenter.

**Dialogue:**

- Manuel Butler, Executive Director, UNWTO.
- Maribel Rodríguez, Senior Vice President Membership & Commercial, WTTC.



**11:30am.**      **SPAIN 2020-21 GOALS: REPOSITIONING SPAIN IN THE INTERNATIONAL MARKET:**

**Moderator:**

Joaquín Luna, Journalist, La Vanguardia.

**Dialogue:**

- Josep Piqué, Minister Former of Industry and Energy, Science and Innovation and Foreign Affairs.
- Jordi Hereu, President of the Summit Organizing Committee.
- Francisco Fonseca, Deputy Director of the European Commission in Spain.

**12:30pm.**      **Intervention:**

Pepe Álvarez, General Secretary, UGT.

**12:45pm.**      **THE MAJOR SPANISH CITIES: FROM A MILLENNIAL HISTORY TO AN INNOVATIVE, TECHNOLOGICAL AND SUSTAINABLE OFFER.**

**Intervention:**

Miguel Sanz, General Director, Turespaña.

**Round Table:**

**Moderator:**

Manuel Molina, Director, Hosteltur.

**Participants:**

- Madrid: Almudena Maíllo, Councilor for Tourism, Madrid City Council.
- Barcelona: Marian Muro, General Manager, Turismo de Barcelona.
- Sevilla: Antonio Jiménez, Manager, Congresos y Turismo de Sevilla.
- Bilbao: Kepa Olabarrieta, Director, Bilbao Convention Bureau.
- Málaga: Francisco Quereda, Director, Málaga Convention Bureau.
- Valencia: Antonio Bernabé, Director, Fundació Visit Valencia.

**02:00pm.**      **PAUSE.**



**04:00pm.**      **A LOOK AT 2021:**

**Intervention:**

- Miguel Flecha, Managing Director, Accenture Travel Europe Lead.

**Round Table:**

**Moderator:**

- Manuel Campo Vidal, Journalist-Sociologist and President Next Educación.
- Javier Gándara, President, Airlines Association, ALA.
- Luis Iglesias, Managing Partner, Alantra.
- Miguel Flecha, Managing Director, Accenture Travel Europe Lead.

**05:00pm.**      **END OF THE FIRST DAY.**



Thursday, October 22, 2020.

**09:10am.**      **CONNECTION** 10º Shopping & Quality Tourism Summit

**09:15am.**      **THE SPANISH QUALITY PROPOSAL :**

**Dialogue:**

**Moderator:**

Yolanda Gómez, Deputy Director, ABC.

**Participants:**

- Eduardo Ceballos, President, Spanish Association of Shopping Centers and Parks.
- Óscar López, President, Paradores.

**10:00am.**      **PAUSE.**

**10:15am.**      **INVESTMENT, TECHNOLOGY AND SUSTAINABILITY: NEW TOURIST KEYS**

**Intervention:**

José Carlos García de Quevedo, President, Official Credit Institute (ICO).

**Round Table**

**Moderator:**

Daniel Rodríguez, Journalist and Presenter Summit.

**Participants:**

- Elena Díaz-Alejo Rodríguez, Head of Public Affairs & Corporate Communications, Samsung.
- Manuel Villalante, General Director Strategy and Development, Renfe.
- Jorge Schoenenberger, Partner Director of Transport, Hospitality and EMEA Services, Deloitte.



**11:15pm.      CLOSING.**

- Xiana Méndez, Secretary of State for Commerce, Government of Spain.
- Jordi Hereu, President, Summit Organizing Committee.

**11:45pm.      END OF THE SUMMIT.**



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