



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. **DIPLOMACY AND INTERNATIONAL POSITIONING OF SPAIN.**

Intervention:

Cristina Gallach, Secretary of State for Foreign Affairs and for Ibero-America and the Caribbean, Government of Spain.

04:15pm. **A LOOK AT 2021:**

Intervention:

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

Round Table:

Moderator:

Manuel Campo Vidal, Journalist and sociologist.

- Javier Gándara, President, Airlines Association, ALA.
- Luis Iglesias, Managing Partner Alantra.
- Miguel Flecha. Managing Director, Accenture Travel Europe Lead.

05:15pm. **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.

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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