

# 3<sup>rd</sup> Summit Shopping Tourism & Economy Madrid 2017

3 and 4 October

## Are we currently in the midst of a tourist bubble? SHOPPING & QUALITY TOURISM ON THE FUTURE AGENDA OF GLOBAL CITIES

### SUMMIT PROGRAM:

Tuesday, 3 October 2017

#### 09:00h. DOCUMENTATION.

#### 09:30h. OPENING CEREMONY 3<sup>rd</sup> SUMMIT SHOPPING TOURISM & ECONOMY MADRID 2017:

- H.E. Ms. Soraya Sáenz de Santamaría, Vice-President, Minister of the Presidency and for Regional Administrations, Spanish Government.
- Mr. Juan Antonio Samaranch, President of the Organizing Committee of Summit Shopping Tourism & Economy Madrid 2017.

#### 10:15h. COFFEE-BREAK.

#### 10:45h. "AN ECONOMIC OPPORTUNITY FOR SPAIN: LARGE COMPANIES COMMITMENT".

Speakers:

- Mr. Juan Antonio Alcaraz, General Manager, CaixaBank.
- Mr. Dimas Gimeno, President, El Corte Inglés.
- Mr. Luis Gallego, Chairman & CEO, Iberia.
- Mr. Celestino García, Corporate Vice President, Samsung.

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**11:15h. “QUALITY & SHOPPING TOURISM AS AN INVESTMENT DRIVER AND COUNTRY VALUE”.**

**Lecture:** Mr. Jacobo Cestino, Managing Director, La Zagaleta.

**Moderator:** Mr. Manuel del Pozo, Deputy Editor, Expansión, Unidad Editorial.

**Round Table:**

Participants:

- Ms. María Victoria González-Bueno, General Director for Spanish Citizens Abroad and of Consular and Migratory Affairs, Foreign Affairs and Cooperation, Spanish Government.
- Mr. Manuel Butler, General Manager, Spanish Tourism Institute (Turespaña).
- Mr. Rob Travers, Managing Partner Spain, Retail High Streets, Cushman & Wakefield.
- Mr. David Alonso, Director B2B, Samsung Spain.
- Mr. Hilario Alfaro, President, Madrid Foro Empresarial.

**12:15h. QUESTIONS & ANSWERS.**

**12:30h. Lecture: “BREXIT’S IMPACT ON EU AND SPAIN TOURISM & SHOPPING”.**

Ms.Sarah Quinlan, Ms. Sarah Quinlan, Senior Vice President and Group Head of Market Insights, MasterCard.

**12:45h. “THE BIG CHALLENGE, ¿HOW TO ACHIEVE MORE ECONOMIC AND SOCIAL PROFITABILITY?”**

**Lecture:** Mr. Pier Francesco Nervini, Chief Operating Officer North&Central Europe & Global Accounts,Global Blue.

**Moderator:** Mr. Íñigo de Barrón, Financial Correspondent, Economy Section, El País.

**Round Table:**

Participants:

- Mr. Carlos Díez de la Lastra, CEO/Managing Director, Les Roches Marbella.
- Mr. Enric Fernández, Director of Corporate Development, Strategic Planning and Research, Caixabank.
- Mr. Miquel Puig, Economist.

**13:30h. QUESTIONS & ANSWERS.**

**13:45h. VISIBILITY OF CITIES AND COUNTRIES IN THE FACE OF THE ISSUING MARKETS IN A GLOBAL WORLD.**

**Lecture:** H.E. Mr. Carlos Falcó, Marquis of Griñón, President, Círculo Fortuny.

**Moderator:** Mr. Juan Carlos Lozano, Deputy Director, El Economista.

**Round Table:**

Participants:

- Ms. Maribel Rodríguez, Regional Director –Southern Europe & Latam.
- Ms. Isabel Garaña, Regional Director for Europe, World Tourism Organization, (UNWTO).
- Mr. Víctor Martí, CEO &Partner, Horwath HTL Spain.
- Mr. Pablo Zubicaray, President, Spanish Federation of Holiday Rentals Associations (Fevitur).

**14:45h. QUESTIONS & ANSWERS.**

**15:00h. LUNCH/NETWORKING.**

**16:30h. “INTELLIGENCE OF QUALITY TOURISM: INFORMATION, TECHNOLOGY AND KNOWLEDGE”.**

**Moderator:** Mr. José Antonio Vega, Deputy Editor, Cinco Días.

**Round Table:**

Participants:

- Mr. Fernando de Pablo, Presidente, SEGITTUR.
- Mr. Enrique Mazón, Sales Director Customer Experience, Oracle Spain.
- Ms. Sandra Manresa, Head of Travel, Google Spain.
- Mr. Ricardo Alcón, Luxury & Travel Division Leader, Nielsen.
- Mr. Guido Stein, IESE professor.
- Mr. Luis Llorca, General Manager Global Blue España.

**17:30h. QUESTIONS & ANSWERS.**

**17:45h. "TOURIST GOVERNANCE AND PUBLIC-PRIVATE PARTNERSHIPS AS DETERMINING FACTORS FOR SUSTAINABILITY OF THE TERRITORY"**

**Intervention:** H.E Ms. Matilde Asían, Secretary of State for Tourism, Ministry of Energy, Tourism and Digital Agenda, Spanish Government.

**Moderator:** Mr. Manuel Molina, Director Hosteltur.

**Round Table:**

Participants:

- Mr. José Hila Vargas, President Tourism Commission, Spanish Federation of Municipalities and Provinces of Spain.
- H.E. Ms. María José Pérez-Cejuela, General Director for Trade and Consumption of the Madrid Community.
- Mr. Octavi Bono, Tourism General Manager, Generalitat de Catalunya.
- Mr. Miguel Sanz, Director of Tourism of Madrid Destino, Madrid City Council.

**18:45h. QUESTIONS & ANSWERS.**

**19:00h. END OF THE FIRST DAY.**

Wednesday, 4 October 2017

**9:00h.** **Lecture:** Mr. Antonio García Rebollar, General Director of Trade Policy and Competitiveness, Ministry of Economic Affairs, Industry and Competitiveness, Spanish Government.

**09:15h.** **“A TRANSVERSAL VIEW OF THE OFFER FOR THE COSMOPOLITAN TRAVELER”**  
**Round Table**

**Moderator:** Mr. Josep Puigbó, Journalist.

Participants:

- Ms. Isabel P. Fuentes, General Manager, CaixaForum Madrid.
- Mr. Eduardo López-Puertas, General Manager, IFEMA.
- Mr. Ignasi Ferrer, Chief Executive Officer, Seastainable Ventures.
- Mr. Daniel Losada, Founder, Trip-Drop

**10:15h.** **QUESTIONS & ANSWERS.**

**10:30h.** **COFFEE-BREAK.**

**11:00h.** **“QUALITY TOURISM = QUALITY EMPLOYMENT”.**

**Intervention:** H.E. Ms. Fátima Báñez, Minister of Employment and Social Security, Spanish Government.

**11.15h.** **“CONVERSATION WITH THE WORLD’S LARGEST HOTEL GROUPS AND THE OVERVIEW ABOUT QUALITY TOURISM”**

**Moderator:** Mr. Javier Fernández Andrino, International Marketing Director, El Corte Inglés.

Participants:

- Alfonso del Poyo, Vicepresident Spain, Meliá Hotels International.
- Mr. Amancio López, President, Hotusa Group.

**12:15h.** **QUESTIONS & ANSWERS.**

**12:30h.** **“MAJOR CITIES”:**

**Intervention:** H.E. Ms. Manuela Carmena, Mayor of Madrid.

**12:40h. CONVERSATION: "GEOPOLITICS AND SOCIETY IN A NEW WORLD".**

**Moderator:** H.E. Mr. Jordi Hereu, Former Mayor of Barcelona.

**Participants:**

- H.R. Mr. Josep Piqué, President CITpax and from Fundación Iberoamericana Empresarial(currently); Minister for Industry, Science and Technology of the Spanish Government (2002-2003); Minister for Foreign Affairs and Cooperation (2000-2002); Spanish Government Spokesman (1998-2000) and Minister for Industry, Energy and Tourism (1996-2000).
- Mr. Juan Villalonga, Co-Founder and Partner, Hermes Growth Partners.

**13:15h. CLOSING.**

Mr. Juan Antonio Samaranch, President of the Organizing Committee of Summit Shopping Tourism & Economy Madrid 2017.

Mr. Emilio Lamo de Espinosa, President, Instituto Elcano.

H.E. Mr. Carlos Espinosa de los Monteros, High Commissioner for the "Brand Spain", Spanish Government.

H.E. Mr. Álvaro Nadal, Minister of Energy, Tourism and the Digital Agenda, Spanish Government.

**14:00h. COCKTAIL .**

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