

# 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.
- H.E. Ms. Cristina Cifuentes, President of the Madrid Autonomous Community (CAM) (\*).
- H.E. Gloria Guevara, President & CEO, World Travel & Tourism Council (WTTC) (\*).
- 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.

(\*) to be confirmed

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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.
- 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.

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

**12:30h. Lecture: "BREXIT'S IMPACT ON EU AND SPAIN TOURISM & SHOPPING".**

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

**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.

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

**Round Table**

Participants:

- Ms. Yolanda Perdomo, Director of World Tourism Organisation (UNWTO) Affiliate Members.
- Ms. Maribel Rodríguez, Regional Director –Southern Europe & Latam.
- Mr. Pablo Mondragón, Founder of Antropología 2.0.
- 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.
- 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.
- Mr. Manuel Butler, General Manager, Spanish Tourism Institute (Turespaña).
- H.E. Ms. María José Pérez-Cejuela, General Director for Trade and Consumption of the Madrid Community.
- H.E. Mr. Carlos Chaguaceda, General Manager Turismo de la Comunidad de Madrid.
- Mr. Octavi Bono, Tourism General Manager, Generalitat de Catalunya.
- Mr. Luis Cueto, General Coordinator of the Mayor on 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**

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, Co-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.

**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.

**12:00h.**        **QUESTIONS&ANSWERS.**

**12:15h. "MAJOR CITIES":**

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

**12:30h. 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. QUESTIONS & ANSWERS.**

**13:30h. 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.

Administration Representative.

**14:00h. COCKTAIL .**

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