

Program

25 March:

ARRIVALS & SET UP

26 March:

Main Program

09:30 – 09:40	OPENING REMARKS – Anita Mendiratta (Master of Ceremony, Special Advisor for SG UNWTO) – Sumaira Isaacs (CEO of WTFI)
09:40 – 09:50	NEW ECOSYSTEM FOR TOURISM WITH BLOCKCHAIN – Taleb Rifai (SG of WTFI, Former SG UNWTO)
09:50 – 10:15	THE SUCCESS STORY FROM ARIVA – Ana-Claudia Tapardel (Chief Communication Officer of Ariva)
10:15 – 11:00	KEYNOTE SPEECH & INTERVIEW THE IMPACT OF CRYPTOCURRENCY ON TOURISM INDUSTRY – Bulut Bağcı (President of WTFI)(Moderator) – H.E. François Hollande (Former President of France)
11:00 – 11:05	SPECIAL VIDEO: MINISTRY OF TOURISM AND CREATIVE ECONOMY OF THE REPUBLIC OF INDONESIA – H.E. Dr. Sandiaga Salahuddin Uno
11:05 – 11:35	SESSION 1: DEMYSTIFYING THE BEST CRYPTOCURRENCY EXCHANGES – Kaiser Naseem (International Development Banker)(Moderator) – Allen Wei (CEO of LBank) – Shantnoo Saxsena (COO of LBank)

<p>11:35 – 11:55</p>	<p>SESSION 2: THE VALUE OF ECO-TOURISM AND THE INPUT OF BLOCKCHAIN TECHNOLOGY – Dr. Valasia Iakovoglu (Director of Ecotourism Sector of UNESCO Chair Con-E-Ect) (Moderator) – H.E. Mr. Niels Olsen (Minister of Tourism of Ecuador)</p>
<p>11:55-12:10</p>	<p>KEYNOTE: MAKING BLOCKCHAIN REAL FOR CUSTOMER LOYALTY REWARDS PROGRAMS(SPECIAL CASE STUDY ON REAL ESTATE) (Crowd Funding Real Estate and Fractional Ownership) – James Wrenn (Associate Director – Colliers Hotels MENA Region)</p>
<p>12:10 – 13:00</p>	<p>LUNCH (Stand up)</p>
<p>13:00- 13:40</p>	<p>SESSION 3: EU BLOCKCHAIN ECOSYSTEM – SHAPING EUROPE’S DIGITAL FUTURE – Hoda Barakat (International Association for the Protection of Intellectual Property in the UAE (AIPPI- UAE)) (Moderator) – Ismail ErtuG(MEP) – EU Blockchain Ecosystem – José Ramón Bauzá (MEP) – Jason Luo(Co-Founder & CEO of BitForex) – Dr. Michael Gebert (Chairman, European Blockchain Association)</p>
<p>13:40 – 14:00</p>	<p>SESSION 4: DIGITALISATION IN TRAVEL MARKET – Sumaira Isaacs (CEO of WTFI) (Moderator) – Haitham Mattar(“Managing Director MEA & South West Asia IHG Hotels & Resorts)</p>
<p>14:00 – 14:30</p>	<p>SESSION 5: BLOCKCHAIN TECHNOLOGY A BRIDGE TO ” SMART TOURISM” – Neslihan Gündeş (Executive Director, WTFI) (Moderator) – Angela Gerekou (President, Greek National Tourism Organization (GNTO)) (online) – Nithee Seeprae (Deputy Governor for Digitalisation, Research and Development, Tourism Authority of Thailand – TAT) – Sumaira Isaacs (CEO, WTFI)</p>
<p>14:30 – 15:10</p>	<p>SESSION 6: EXPLAINED: BLOCKCHAIN EVOLUTION AND ITS DISRUPTIVE POWER – Sameer Sortur(SQUARECIRCLE GLOBAL / Founder and Chief Executive Officer (Moderator) & Q&A – Meike Krautsheid(CCO & Lead Blockchain Consultant, SmartLedger)</p>