TECHNICAL SEMINAR ON TOURISM INVESTMENTS IN THE AMERICAS

Asuncion, Paraguay, 17-18 May 2011

PROVISIONAL PROGRAMME

17 May

16:15-16:30 Welcome remarks by Liz Rosanna Cramer Campos, Minister Executive Secretary, National Tourism Secretariat,(SENATUR) and Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)

Introduction to the Seminar by Carlos Vogeler, Regional Director for the Americas, World Tourism Organization (UNWTO)

Presentation of the Basic Introductory Report by Adolfo Favieres, President, ALDESA Turismo, Spain

16:30-18:00 SESSION 1: The political and socio-economic framework of the region. The role of development and investment banks and of multilateral bodies.

Moderator: Carlos Vogeler, Regional Director for the Americas, World Tourism Organization (UNWTO)

Speakers:

- Donald Charles, General Manager, Antigua & Barbuda Development Bank, and Chairman of the Technical Committee on Tourism Development Financing at the Latin American Association of Development Financing Institutions (ALIDE)
- Richard Campbell, Executive Secretariat for Integral Development, Department of Economic Development, Trade and Tourism, Organization of American States (OAS)
- Vicente Bogliolo, Chairman, BBVA, Paraguay

18 May

09:30-11:00 SESSION 2: Key elements for the attraction of tourism investments. Incentives for investment: legislative, credit and taxation aspects.
Moderator: Jordi Ferrer, Partner Director, T&L Europraxis, Spain

Speakers:
- Edmund Bartlett, Minister of Tourism, Jamaica
- Mara Seminario, Vice-Minister of Tourism, Peru
- Oscar Rueda García, Vice-Minister of Tourism, Colombia
- Juan Manuel Galarza Tohen, General Director in Commercialization, Fondo Nacional de Fomento al Turismo (FONATUR), Mexico
- Oscar Stark, General Director, Investments and Exports Network (REDIEX), Ministry of Industry and Commerce, Paraguay

11:00-11:30  BREAK

11:30-13:00  SESSION 3: Air connectivity and infrastructure as critical factors for stimulating investment and the development of tourism flows.
Moderator: Juan Carlos Villate Rivera, Country Manager, International Air Transport Association (IATA), Colombia

Speakers:
- Juan Alberto Martín Mora, VP Alliances, IBERIA Airlines, Spain
- Eduardo Munhós de Campos, Vice-President, Airline Market - Latin America and Caribbean, EMBRAER, Brazil
- Paloma Grediaga, Head of Diversification and New Business Development, Grupo Aeroportuario OMA, Mexico
- Fernanda Helena Fedrigo, Executive Chairman, Instituto Polo Internacional Iguassu, Brazil

14:30-16:00  SESSION 4: The view of investors from the private sector.
Moderator: Adolfo Favieres, Chairman, ALDESA Turismo, Spain

Speakers:
- Gilles Gonzalez, Senior Vice-President Development for Latin America, Accor, Brazil
- Álvaro Tejeda, SVP Premium Portfolio, Sol Meliá Hotel Group, United States of America
- Alain Baldacci, Chairman, Wet’n Wild, and member of the International Amusement Park Association, Brazil
- Letvia M. Arza-Goderich, Partner, Preston Arza LLP, United States of America
- Arturo García Rosa, Chairman, HVS, Argentina

16.00-16.15  Workshop on Tourism Investments in the Americas at FITUR 2012
- Ana Larrañaga, Director, IFEMA, Spain

16:15-16:30  PRESENTATION OF CONCLUSIONS