



SPEAKER

First UNWTO Conference on Shopping Tourism

VALUE RETAIL **(Fitur)** Shopping

Master of Ceremonies: Marcelo Risi, Senior Media Officer, UNWTO

First Session: The importance of Shopping Tourism within International Tourism

Carlos Vogeler, Director-Executive Secretary of Member Relations, UNWTO



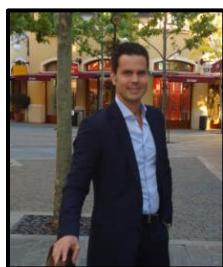
Carried out his studies in Spain and Canada; graduated in Tourism Business Administration from "Rey Juan Carlos" University in Madrid, Postgraduate in Business Administration from IESE Business School - University of Navarra, Spain.

Held management positions in the Tour Operator Pullmantur, (Deputy Managing Director) and in RCI, part of the American group Wyndham Worldwide, where he was Vice president for Western Europe and then Vice-president of Global Account Strategy & Industry Relations.

He was Chairman of the Affiliate Members of the World Tourism Organization (UNWTO) from 2005 to 2008 representing the private sector and is also a professor at "Rey Juan Carlos" University in the Dpt. of Business Economics and the author of various text books on international tourism structure. Since December 2008 he has joined the UNWTO Secretariat, as Regional Director for the Americas and in January 2014 he was appointed Director-Executive Secretary of Member Relations.

Second Session: From theory to practice - The case of Value Retail

Marcelo Molinari, Deputy Tourism Director - Global Marketing (International Markets & MICE), Value Retail, Chic Outlet Shopping



Extensive professional experience in the Luxury and Meetings and Events Travel Industry, with a particular focus on business development, project management and promotion in the Travel Industry, in which he has spent more than 15 years working for both institutions and private corporations. Formerly, he worked for the Convention Bureau of Málaga - Costa del Sol (Tourist Board) for 12 years, Cititravel DMC in Spain and also for Hilton International in London. Deep knowledge of emerging markets (BRIC, South-East Asia, the Middle East and Eastern Europe) as well as more traditional regions (USA, Canada and Europe), with which he has worked throughout his career. He has a wide-range of skills in the fields of both communication and commercial management. He is an international speaker and lecturer as well as active member of SITE.



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Third Session: The work of UNWTO in this segment: the Global Report on Shopping Tourism and the Madrid Precious Time

Yolanda Perdomo, Director of UNWTO Affiliate Members Programme



Yolanda has experience in both the public and private sectors and is an expert in tourism destination promotion and distribution. She has been Vice-Councilor for Tourism of the Government of the Canary Islands and Managing Director of PROMOTUR, the tourism promotion organization of the Canary Islands, where she has directed communication and promotion campaigns for tourism, strategic plans, statistical and competitive analysis, loyalty campaigns and the creation of product clusters with the aim of diversifying and differentiating tourism products. With InnovaTurismo, Yolanda was Manager of tourism projects. She has also been Director of the BungalowsClub booking portal, as well as Business Development Manager at Tourism Revolution Ecosystem (TRE). Born in the Canary Islands (Spain), Yolanda attended the American University of Paris, lived in France, the United States, Italy and now works in Madrid. She is a member of the International Advisory Board of the Vienna Tourist Board and Doctor Honoris Causa by the University of Tourism and Management of Skopje, FY Republic of Macedonia.

Mar de Miguel Colom, Tourism General Manager, Madrid Visitor & Convention Bureau



Mar de Miguel, BA in Economics, Master in European Economics and Master in Public Management, is the current General Director of Tourism at Madrid Visitor and Convention Bureau, agency under the Department of Arts, Sport and Tourism of the Madrid City Council, which is primarily responsible for the management of local policies regarding promotion and tourist information of the city, as well as its promotion in tourism markets at a national and international level. Her competencies also include the design and creation of touristic products of Madrid, aimed to promote new market segments, develop loyalty actions and manage touristic information services for the city of Madrid.

Previously, and among other positions, she was Managing Director for the Tourism Council of Madrid (Autonomous Agency of the City of Madrid) and CEO of Instituto Tecnológico Hotelero (ITH).



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Fourth Session: Exchanging expertise and best practices

Moderator: Raimon Martínez Fraile, Special Adviser to UNWTO Secretary General



Born in 1947, Raimon Martinez holds Diploma in Business Management from ESADE and Bachelor of Arts in History Contemporary from University of Barcelona. He speaks 4 languages, namely Spanish, Catalan, French and Italian. Being Deputy Chairman of AC Hotels and Advisor to the Board of the Agbar Foundation; were only few among many of his past experience. Currently, he involves in numerous activities including President of Saló Internacional Turismo de Catalunya SITC, Member of National Tourism Council CONESTUR, alongside Special Advisor of the Secretary General of the UNWTO (World Tourism Organization of the UN).

Makiko Matsuda Healy, Senior Vice President, Global Tourism Development, NYC & Company, New York



Makiko Matsuda Healy is Senior Vice President, Global Tourism Development for NYC & Company.

In her role, she has the overall responsibility for strengthening New York City's position as a premier travel destination, with a primary focus on product distribution channels and strategic trade partnerships. She oversees the global tourism development team in New York City and the company's network of 17 international sales & marketing offices in 28 markets.

NYC & Company is the official marketing, tourism and partnership organization for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide.



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Fourth Session: Exchanging expertise and best practices

Jill Sinclair, Managing Director, Sinclair Global Limited, London



Jill's experiences spans over 25 years working for global advertising and brand consultancies where she worked on developing new markets for retail and leisure brands - she was also involved in the opening of Westfield as Head of Marketing.

Her unique skill lies in creating and developing bespoke experiences and narrative within the retail sector to drive revenue and customer loyalty from major international tourism markets.

She formed Sinclair Global to bridge the gap between the retailer and travel and deliver increased footfall for independent retailers, department stores and specific areas of London. Travel trade partners benefit from being able to feature and promote value added shopping experiences for their clients. They create tourism strategies and marketing for destinations, department stores, luxury and designer brands across London, UK and Europe.

Clients range from Selfridges, Fortnum & Mason, Covent Garden, and Sloane Street, to Bond Street/New West End to McArthurGlen and Wembley /London Designer Outlet.

Jill has recently been appointed as the Chair of the newly-established ETOA (European Tour Operators Association) Tourism Retail Committee. She will also be working with UNWTO (World Tourism Organization) to help them roll out the Shopping Project developed for Madrid which has been developed as a prototype.

Jordi William Carnes, Director General, Turisme de Barcelona



Mr. Jordi William Carnes (Barcelona, 1959), is a philology graduate, although he has worked for much of his professional career in the field of politics and for government bodies such as Barcelona Provincial Council, where he was Head of the President's Office, the Catalan Government, where he was Minister for Agriculture, Fisheries and Livestock, and the Barcelona City Council, where he was Deputy Mayor in charge of budget and economic promotion. His academic background also includes an M.A. in Public Administration from ESADE and a Senior Management Programme at IESE. He left Barcelona City Council in 2013 and embarked on a career in the private sector, founding CGP Consultancy. He is currently CEO of the Barcelona Tourism Board and President of the Catalan Technological Foundation (CTECNO).



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Fourth Session: Exchanging expertise and best practices

Luciano Ochoa de Abreu, CEO, Innova Tax Free Group



Luciano Ochoa de Abreu is the CEO of the international INNOVA TAX FREE GROUP, has developed his career in the tourism sector since 1986, specializing in the management of tourist services and the development of tourism shopping. In 1993 contacts in services related to tax refunds tourists as well as the relationships between markets, tourists, mainly fashion retail business and technology, one of the world specialists in the relationship between tourism and the tax free shopping applied to tourism. In 2003 he founded INNOVA TAX FREE GROUP, a company with a wide and recognized international experience in the activity of tax free shopping that also offers consulting and ongoing counseling developing tools and technology solutions.

José Manuel Fernández Bosch, Director of Commercial Services and Property Management, AENA



He manages the commercial services of shops and restaurants as well as business parks, car rentals and real estate development around AENA airports. His academic background includes Telecommunications Engineer from Universidad Politécnica de Madrid and MBA from IESE. Before joining AENA, he was a partner at Boston Consulting Group in Madrid office. Prior to that, he worked in Airtel (now Vodafone Spain) and Andersen Consulting (now Accenture). He is also responsible for marketing activities of the airport focusing on route development and airport traffic in AENA Airport Network.



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Fourth Session: Exchanging expertise and best practices

Borja Castresana, Communication and Marketing Director, Desigual



‘Our dream at Desigual is to generate positive emotions through our garments, our points of sale and our communication. ‘La Vida es Chula’ is our dream turned into our brand message.’ Since May 2013, Borja Castresana is Chief Marketing & Communication Officer at Desigual.

He has developed his professional career in the marketing departments of mass-consumption brands like Danone (from 2001 to 2011) and Henkel (from 1988 to 2001). He joined the company after holding the position of Marketing & Communication Director at Pronovias for two years and a half.

He was born in Palma de Mallorca in 1973 and graduated in Business Management and Administration from ESADE. He also holds specialized master’s degrees from Università Commerciale Luigi Bocconi and Insead.

Conclusions

Miguel Mirones, Chairman of UNWTO Affiliate Members Board



Holding a Masters in Hotel Management Administration and Touristic Marketing by EADA (Barcelona), with a Diploma in Hotel & Restaurant Operations by L’Ecole Hotellerie de Glyon (Switzerland), Mr. Mirones assumed the role of President in diverse institutions such as the group Relais Termal, the first Spanish chain in the spas sector –of which he is also owner; the Board of the UNWTO Affiliate Members; the Institute for the Spanish Touristic Quality (ICTE); the National Spas (bathing destinations) Association (ANBAL); and the Commission on Health and Social Policy of CEOE. Moreover, Mr. Mirones is a member of the Executive Committee of the Spanish Confederation of Hotels (CEHAT) and of the Plenary of CONESTUR (Spanish Tourist Board).