2nd UNWTO World Forum on Gastronomy Tourism
Lima, Peru, 27-29 April 2016
Lima Convention Center

Accreditation April 26, 27, 28: 10:00 – 16:00

27 April

10:00 Visit to San Isidro local market (By invitation only)
18:30 – 20:00 2nd UNWTO Gastronomy Network Meeting (By invitation only)
20.00–22.00 Inaugural diner (By invitation only) La Huaca Pucllana

Welcoming remarks: Magali Silva Velarde-Álvarez, Minister of Commerce, Foreign Trade and Tourism, Ministry of Commerce, Foreign Trade and Tourism, Peru

28 April

Master of Ceremonies: Daniel Cavero, Media and Public Relations Officer, Promperú

9:00-9:40 Opening Ceremony

- Joxe Mari Aizaga, Director, Basque Culinary Center (Spain)
- Magali Silva Velarde-Álvarez, Minister of Commerce, Foreign Trade and Tourism, Ministry of Commerce, Foreign Trade and Tourism, Peru
- Carlos Vogeler, Director – Executive Secretary of Member Relations, UNWTO

9:40-10:00 Keynote speech:

- Rafael Ansón, President of the Royal Academy of Gastronomy in Spain, Founding President and Honorary President of the International Academy of Gastronomy, President of Latin American Academy of Gastronomy¹, President of the European Academy of Gastronomy²

10:00-10:20 Introduction

- Gastón Acurio, Chef, A&G (Peru)

10:30-12:30 Panel 1: Challenges in Gastronomy Tourism

Key speaker and moderator: Erik Wolf, Executive Director, World Food Travel Association (USA)

- Leonid Gelibterman, President, International Center of Wine and Gastronomy (Russian Federation)
- Isabel Álvarez, Chef, El Señorio de Sulco (Peru)
- Pierre Sanner, Director, Mission Francaise du Patrimoine et des Cultures Alimentaires (France)
- Tadataka Shimotakehara, President and CEO, Shimotakehara, Ibusuki Hakusuikan Ryokan (Japan)

¹ Argentina, Brazil, Colombia, Chile, Cuba, Dominican Republic, Mexico, Peru, Portugal, Panama, Spain
² Austria, France, Germany, Greece, Italy, Polonia, Portugal, Spain, Sweden, United Kingdom
12:30-14:00 Breakout workshops on challenges in gastronomy tourism

At the end of the panel discussion, participants from both the public and private sectors will separate into workshops led by each of the panelists. Here interactive discussions and views will be exchanged by stakeholders and experts on a previously determined topic in a dynamic setting.

Coffee will be served during the sessions

- Workshop 1 – led by Erik Wolf
- Workshop 2 – led by Leonid Gelibterman
- Workshop 3 – led by Pierre Sanner
- Workshop 4 – led by Tadataka Shimotakehara
- Workshop 5 – led by Lander Imaz (Marketing Director, Basquetour)

12:30-14:00 Alternate side activities:

If interested, participants not taking part in the workshops are welcome to attend interesting conferences and activities taking place simultaneously to further explore the gastronomy tourism concept.

14:00-15:30 Lunch (by invitation)

(Alternatively, participants can find a large variety of dining options in the vicinity of the conference center.)

15:30-17:30 Panel 2: Global best practices in Gastronomy Tourism

Key speaker and moderator: Iñaki Gaztelumendi, Technical Coordinator, Global Forum on Gastronomy Tourism

- Ben Lynam, Head of Communications, The Travel Foundation (United Kingdom)
- Rebecca Mackenzie, Director, Ontario Culinary Tourism Alliance (Canada)
- Denis Itxaso, San Sebastian Region (Spain)
- Wantanee Suntikul, Professor, The Hong Kong Polytechnic University (China)
- Mitsuharu Tsumura, Chef, Maido (Peru)

17:30-19:00 Breakout workshops on global best practices in gastronomy tourism

At the end of the panel discussion, participants from both the public and private sectors will separate into workshops led by each of the panelists. Here interactive discussions and views will be exchanged by stakeholders and experts on a previously determined topic in a dynamic setting. Coffee will be served during the session.

- Workshop 1 – led by Iñaki Gaztelumendi
- Workshop 2 – led by Rebecca Mackenzie
- Workshop 3 – led by Manu Narváez (General Director, San Sebastián Turismo)
- Workshop 4 – led by Wantanee Suntikul
- Workshop 5 – led by Mitsuharu Tsumura
- Workshop 6 – led by Ben Lynam

17:30-19:00 Alternate side activities:

If interested, participants not taking part in the workshops are welcome to attend interesting conferences and activities taking place simultaneously to further explore the gastronomy tourism concept.

21:00 Official Dinner (By invitation only)

In collaboration with:
In collaboration with:

Fusion of Peruvian and Basque cuisine, Casa Moreyra, offered by the Basque Culinary Center (BCC), the Provincial Council of Guipuzcoa, Peruvian Chef Gastón Acurio (A&G) and Basque Chefs Edorta Lamo (Fuego Negro), Pablo Loureiro (Casa Urola), Francisco Javier Sanudo and Roberto Ruiz (Frontón de Tolosa).

Welcoming remarks

- Carlos Vogeler, Director – Executive Secretary of Member Relations, UNWTO
- Joxe Mari Aizega, Director, Basque Culinary Center
- Denis Itxaso, Provincial Deputy for Culture, Tourism, Youth and First General Deputy, Provincial Council of Guipuzcoa
- Mikel Sarasola, Chief of Staff, Provincial Council of Guipuzcoa

29 April

9:30-11:30 Panel 3: Product Development and Experience in Gastronomy Tourism

Key speaker and moderator: Yolanda Perdomo, Director of the Affiliate Members Programme, UNWTO

- Dirk Lubbers, Director, Heineken Experience (Holland)
- Verónica Mausbach, Director, Vintura (Argentina)
- Fernando Olivera Rocha, Secretary of Tourism, State of Guanajuato (Mexico)
- Gastón Solari Loudet, Director, Agroland - Punta del Este (Uruguay)
- Manuel Villacorta, Nutrition and diet expert (United States)

11:30-12:30 Breakout workshops on product development and experience in gastronomy tourism

At the end of the panel discussion, participants from both the public and private sectors will separate into workshops led by each of the panelists. Here interactive discussions and views will be exchanged by stakeholders and experts on a previously determined topic in a dynamic setting. Coffee will be served during the session.

- Workshop 1 – led by Yolanda Perdomo
- Workshop 2 – led by Verónica Mausbach
- Workshop 3 – led by Dirk Lubbers
- Workshop 4 – led by Gastón Solari Loudet
- Workshop 5 – led by Fernando Olivera Rocha
- Workshop 6 – led by Manuel Villacorta

11:30-12:30 Alternate side activities:

If interested, participants not taking part in the workshops are welcome to attend interesting conferences and activities taking place simultaneously to further explore the gastronomy tourism concept.

12:30-14:00 Lunch (by invitation)

Alternatively, participants can find a large variety of dining options in the vicinity of the conference center.

14:00 – 14:45 Presentation of the report “Tourism and Culture Partnership in Peru – Models of Collaboration between Tourism, Culture and Community”

- Federico Esper, Consultant, UNWTO
- Carlos Vogeler, Director – Executive Secretary of Member Relations, UNWTO
- Magali Silva, Minister of Commerce, Foreign Trade and Tourism, Ministry of Commerce, Foreign Trade and Tourism, Peru

14:45-16:45 Panel 4: Training and skills in Gastronomy Tourism

Key speaker and moderator: Joxe Mari Aizega, Director, Basque Culinary Centre (Spain)
16:45-17:45 Breakout workshops on training and skills in gastronomy tourism

At the end of the panel discussion, participants from both the public and private sectors will separate into workshops led by each of the panelists. Here interactive discussions and views will be exchanged by stakeholders and experts on a previously determined topic in a dynamic setting. Coffee will be served during the session.

- Workshop 1 – led by Joxe Mari Aizega
- Workshop 2 – led by Madeleine Burns Vidaurrezaga
- Workshop 3 – led by Javier González Vizcaíno
- Workshop 4 – led by Franklin Carpenter Fernández
- Workshop 5 – led by John Mulcahy
- Workshop 6 – led by Giacomo Bassilio

16:45-17:45 Alternate side activities:

If interested, participants not taking part in the workshops are welcome to attend interesting conferences and activities taking place simultaneously to further explore the gastronomy tourism concept.

17:45-18:15 Conclusions

- Yolanda Perdomo, Director, Affiliate Members Programme, UNWTO
- María del Carmen de Reparaz, Vice Minister of Commerce, Foreign Trade and Tourism, Ministry of Commerce, Foreign Trade and Tourism, Peru

18:15 – 18:30 Presentation of the 3rd UNWTO World Forum on Gastronomy Tourism, San Sebastian, Spain

- Ernesto de Zulueta Habsburgo-Lorena, Ambassador of Spain in Peru *(To be confirmed)*
- Denis Itxaso, Provincial Deputy for Culture, Tourism, Youth and First Deputy, Provincial Council of Guipuzcoa

18:30-19:00 Closing

- Carlos Vogeler, Director – Executive Secretary of Member Relations, UNWTO
- Magali Silva Velarde-Álvarez, Minister of Commerce, Foreign Trade and Tourism, Ministry of Commerce, Foreign Trade and Tourism, Peru

19:00 Closing Cocktail

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**30 April**

13:30 Lunch *(By invitation only)*