

High-Level Dialogue on Digital Skills in Tourism

7 March, 10:00 – 11:30 hours, Berlin 1, Hall 7.3a, ITB

Programme

Master of Ceremony: Marcelo Risi, Chief of Communications, UNWTO

Opening remarks

- **Mr. Zurab Pololikashvili**, Secretary-General, UNWTO
- **Mr. Lutz Behrendt**, Travel Industry Leader, Google

Panel discussion

Moderated by Lee Hayhurst, Head of Innovation and editor of Travolution, Travel Weekly

- **Ana Mendes Godinho**, Secretary of State of Tourism, Ministry of Economy, Portugal
- **Richard Kämpf**, Head of Tourism Affairs, State Secretariat for Economic Affairs SECO, Switzerland
- **George Tziallas**, Secretary General for Tourism Policy and Development, Ministry of Tourism, Greece
- **Lutz Behrendt**, Travel Industry Leader, Google
- **Natalia Bayona**, Senior Expert on Innovation and Digital Transformation, UNWTO