Sunday, 24 March

08:00- 09:00  Registration

11:00- 12:30  Start-up Master Class

This training session will give participating start-ups the possibility of presenting their pitches in front of experienced mentors who will give feedback on the overall presentation and business plan.

- Natalia Bayona, Senior Expert, Innovation & Digital Transformation, World Tourism Organization (UNWTO)
- Alfonso Sasselli, Head of Business Performance for Middle East, Turkey and Africa, Amadeus
- Ahmed Shaboury, CEO, Torsasna

13:00- 14:30  Lunch

15:30- 16:30  High-level Discussion: *Sharing Success Stories on the Governmental Digital Transformation of the Tourism Industry*

Ministers and other public sector stakeholders will join private sector panelists to engage in sharing success stories of digitalizing the tourism industry. The backdrop is a world where technological advances have an exponential impact on management efficiency and sustainability. Best practices, success stories and how the private sector can contribute to Governmental Digital Transformation are among the topics to be discussed.

**Moderator:** Marcelo Risi, Chief of Communications, World Tourism Organization (UNWTO)

- Khaled Abdel Kader, General Manager, Microsoft Egypt
- Anas A. Al-Solai, General Director of Information Technology, Saudi Commission for Tourism and National Heritage
- Diana Robino, Senior Vice President Global Tourism Partnerships, MasterCard
Conference

20:30 Dinner at Citadel – opening remarks by Dr. Zahy Hawas

Monday, 25 March

09:00- 11:30 Registration

11:30- 12:00 Opening and Welcome

Dr. Rania Al-Mashat, Minister of Tourism, Arab Republic of Egypt

Mr. Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO)

Dr. Mostafa Madbouly, Prime Minister, Arab Republic of Egypt

12:00- 12:50 Startup Competition - Powered by RiseUp: Startup pitches Round 1

Moderator: Natalia Bayona, Senior Expert, Innovation and Digital Transformation, UNWTO

Jury Members

- Natalia Bayona, Senior Innovation & Digital Transformation Expert, UNWTO
- Ahmed Wassif, Chairman, Egyptian Tourism Federation
- Mohamed Hamza, Associate Director, Venture Lab, AUC
- Alfonso Sasselli, Head of Business Performance for Middle East, Turkey and Africa, Amadeus
- Abdelhamid Sharara, CEO and Co-Funder, RiseUp

12:50- 13:00 Announcement of launch of Wakalua Innovation Hub

Luis Ureta, Advisor, Globalia Innovation, Founding Team Wakalua Hub

13:00- 13:10 Announcement of Rowad 2030 Business Incubator in Tourism,

Ghada Khalil, Ministry of Planning, Arab Republic of Egypt

13:15- 14:15 Startup Competition - Powered by RiseUp: Startup pitches Round 2

14:15- 14:45 Coffee Break
14:45- 15:45 Panel Discussion: Digital Solutions for Enhancing Tourism Experience

Thanks to advances in technology we are now able to interact more than ever with the customer throughout every part of their experience. This panel aims to explore what has been done to enhance the customer experience and what to expect from the future.

Moderator: Alfonso Sasselli, Head of Business Performance for Middle East, Turkey and Africa, Amadeus

- Tom Charman, CEO, Nava
- Karim Elsahy, Founder & CEO, Elves Application
- Ramy Kharabsha, Ministry of Tourism, Jordan
- Diana Robino, Senior Vice President Global Tourism Partnerships, Mastercard

15:45- 16:45 Panel Discussion: Innovation in Sustainable Tourism

In times of increased data sharing, it is important to ensure that technology is used to raise awareness of the tourism sector’s full potential, while guaranteeing that the actions of all stakeholders leave a positive mark on the society and environment alike. In this session we will discuss how innovative solutions can ensure local community empowerment, as well as environmental and cultural heritage protection.

Moderator: Emad Hassan, Advisor to the Minister, Ministry of Tourism

- Muna Haddad, Founder & CEO, Baraka
- Manal Kelij, CEO, Adventure Travel Trade Association MENA
- Carlos Sentis, Founder & CEO, Henkuai
- Ahmed Shaboury, Founder & CEO, Torasna
- Edward Bitar, Founder, Live Love Beirut

16:45- 17:00 Awards Ceremony

17:00- 17:15 Closing session

Dr. Rania Al-Mashat, Minister of Tourism, Arab Republic of Egypt

17:15- 18:15 Networking Lunch