

Oficina Económica y Comercial
de la Embajada de España en Washington

*Agenda Jornadas Técnicas de Turismo:
Banco Mundial, Banco Interamericano
de Desarrollo, Millenium Challenge
Corporation y Organización de Estados
Americanos.*

Miércoles 6 de Marzo de 2013

HORA	REUNIÓN /CONTACTOS	LUGAR	TELÉFONO
9.00	<p>RECEPCIÓN OFICINA COMERCIAL</p> <p>Excmo. Sr. D. Ramón Gil-Casares Satrustegui <i>Embajador del Reino de España en los Estados Unidos de Norteamérica</i></p> <p><u>Departamento Multilateral</u></p> <p>Fernando Merry del Val <i>Consejero Jefe Oficina Económica y Comercial</i></p> <p>fmerry@comercio.mineco.es</p> <p>Gonzalo García Andrés <i>Consejero Económico y Comercial</i></p> <p>ggarcia@comercio.mineco.es</p> <p>Sara Hormigo Carnero <i>Jefe del Departamento Multilateral</i></p> <p>shormigo@comercio.mineco.es</p>	<p><u>Embajada de España Oficina Económica y Comercial</u></p> <p>2375 Pennsylvania Av. NW Washington, DC 20037</p> <p>Sala: Primera Planta</p>	(202)728-6770

Jueves 7 de Marzo de 2013			
HORA	REUNIÓN /CONTACTOS	LUGAR	TELÉFONO
9:00	<p>Presentación General del BM</p> <p>John Garrison <i>Civil society team</i></p> <p>jgarrison@worldbank.org</p>	<p>Banco Mundial (G) 1176 G Street , N.W. Sala: G7 - 140/G Building</p>	(202) 473-4742
11:00	<p>Presentación Sector Turismo en Banco Mundial</p> <p>Ellen Hamilton <i>Lead Urban Specialist Disaster Risk and Urbanization Management Department Sustainable Development Network</i></p> <p>ehamilton@worldbank.org</p> <p>Guido Licciardi <i>PhD, Urban Specialist Urban and Disaster Risk Management Department</i></p> <p>glicciardi@worldbank.org</p>		(202) 473-6583
11:30	<p>Presentación Sector Turismo en IFC</p> <p>John Gerard Perrottet <i>Senior Industry Specialist</i></p> <p>jperrottet@ifc.org</p>		(202)473-0095
12:30	<p>Richard Campbell <i>Jefe Oficina Turismo</i> <i>Depto. Desarrollo Económico, Comercio y Turismo</i> <i>Secretaría Ejecutiva para el Desarrollo Integral</i></p> <p>rcampbell@oas.org</p>	<p>Organización de Estados Americanos (OEA) 1889 F Street, N.W. Washington, DC 20006</p> <p>Sala: 704</p>	(202)458-6226

Jueves 7 de Marzo de 2013

Santiago Noboa

Especialista de la Oficina de Turismo

snoboa@oas.org

14:00

Learning Event at the SDN Week 2013

Lugar de celebración: SALA MC C1-100

Apertura:

Primera Sesión:

Moderated by **Gonzalo García Andrés**, Economic and Commercial Counselor ,
Embassy of Spain to Washington, DC

Opening remarks

Sameh Naguib Wahba, Urban Sector Manager

Fernando Merry del Val Díez de Rivera, Chief Counselor, Economic and
Commercial Office, Embassy of Spain to Washington, DC

Antonio López de Ávila Muñoz, President, Segittur

Presentaciones Sector Público:

Urban Regeneration: the Bilbao Experience

Aurkene Alzua Sorzabal, Executive Director, CIC-TOURGUNE

Barcelona Tourism: a Successful Case of Public-Private Partnership

Ignasi de Delás, Deputy General Manager, Barcelona Tourism

Joan Torrella, Tourism & Events Managing Director, Barcelona City Council

Jueves 7 de Marzo de 2013	
	<p><i>Learning from the Paradores to Leverage Heritage Assets for Tourism Development</i> <i>Juan José Zaballa Gómez, Deputy General Manager, Paradores</i></p>
15:00	<p><i>Segunda Sesión:</i></p> <p><i>Investing in Urban Regeneration and Heritage Assets to Enhance City Competitiveness</i> <i>Moderated by Anthony Gad Bigio, Senior Urban Specialist, The World Bank</i></p> <p><i>Libya's Amazing Cultural Heritage: a Window to the World</i> <i>Chantal Reliquet, Senior Urban Development Specialist, The World Bank</i></p> <p><i>Cultural Heritage Conservation, Community Participation and Local Economic Development, Lessons from Guizhou, China</i> <i>Meskerem Brhane, Senior Urban Specialist, The World Bank</i></p> <p><i>Challenges in Implementing Cultural and Natural Heritage Protection and Development Project in Less Developed and Low Capacity Regions, Lessons from Gansu, China</i> <i>You Ji, Urban Specialist, The World Bank</i></p> <p><i>Inclusive Heritage Based City Development in India</i> <i>Stefania Abakerli, Senior Social Specialist, The World Bank</i></p>
15:50	<p><i>Primera Round Table:</i></p> <p><i>Learning from the Private Sector. Roundtable with Private Sector Representatives and World Bank Staff, Focusing on Urban Regeneration and Heritage Assets</i> <i>Moderated by Anthony Gad Bigio, Senior Urban Specialist, The World Bank</i></p> <p><i>Presentaciones Sector Privado:</i></p> <ul style="list-style-type: none"> • <i>Jordi Ferrer</i>, General Managing Partner, Tourism & Leisure Advisory Services • <i>Antonio Fernández</i>, Director of Territorial Planning, IDOM • <i>Álvaro Porcuna</i>, International Urban Planning Manager, IDOM • <i>Javier González García</i>, Chief Operating Officer, THR • <i>Aaron Kelly</i>, Urban Specialist, Lab USA Manager, Metropoli Foundation
16:20	<p>Coffee Break</p>

Jueves 7 de Marzo de 2013

16:40

Tercera Sesión:

Investing in Tourism to Create Jobs

Moderated by **Ellen Hamilton**, Lead Urban Specialist, The World Bank

Georgia Regional Development Program: Driving Economic Growth Through Investment in Tourism and Cultural Heritage

Ahmed Eiweida, Sector Leader, The World Bank

Hermione Nevill, Operations Officer, Tourism, International Finance Corporation, The World Bank Group

From World Heritage to World Destination: Policy Options to Increase the Competitiveness of the Tourism Sector, FYR Macedonia

Feyi Boroffice, Private Sector Specialist, The World Bank

Successful Tourism Businesses - Converting Assets to Commercially Viable Enterprises

John Perrottet, Senior Industry Specialist - Tourism, International Finance Corporation, The World Bank Group

17:20

Segunda Round Table:

Learning from the Private Sector. Roundtable with Private Sector Representatives and World Bank Staff, Focusing on Tourism Development

Moderated by **Ellen Hamilton**, Lead Urban Specialist, The World Bank

Presentaciones Sector Privado:

- **Claudia Chávez**, Country Manager, México the Global Dit Associates
- **David Mora**, Tourism Division Manager, TEA CEGOS España
- **Carolina Buglione**, US Representative, Codespa America
- **Martín Gurria**, US Representative, Delaware

18:00

Recepción:

Tapas and Drinks Reception, Hosted by the Embassy of Spain

La Taberna del Alabardero
1776 I St NW, Washington, DC

Jueves 7 de Marzo de 2013

19:30 **Mercedes Velasco**
Especialista en Turismo
División de Medio Ambiente, Desarrollo Rural y Adm. De Riesgos por Desastres

mvelasco@iadb.org

Banco Interamericano
 1300 New York Av, NW
 Washington, DC 20577

Sala: "Executive Directors ´ Lounge", Planta 11 Lado Este
 (202)623-1680

Viernes 8 de Marzo de 2013

HORA	REUNIÓN /CONTACTOS	LUGAR	TELÉFONO
9:00	<p>Apertura Sesión:</p> <p>Fernando Merry del Val <i>Consejero Jefe Oficina Económica y Comercial</i></p> <p>Antonio López de Ávila Muñoz <i>Presidente de Segittur</i></p>	<p><u>Embajada de España</u> <u>Oficina Económica y Comercial</u></p> <p>2375 Pennsylvania Av. NW</p> <p>Sala: Primera Planta</p>	(202)728-6770

Viernes 8 de Marzo de 2013

Presentación general sector público y sector privado español

- Josep Andreu Casanovas & David Mora, *TEA CEGOS*
- Jordi Ferrer, *Tourism Leisure Advisory Services*
- Javier González García, *THR*
- Antonio Fernández & Álvaro Porcuna, *IDOM*
- Aurkene Alzua, *CIC – Tourgune*
- Joan Torrella I Reñé, *Barcelona City Council*
- Ignasi de Delás, *Turisme de Barcelona*
- Juan José Zaballa, *Paradores*
- Claudia Chávez, *DIT Global*
- Aaron Kelly, *Fundación Metròpoli*

10:15

Millenium Challenge Corporation Presentation:

Jerry I. Dutkewych, Director for Diplomatic and External Relations
Department of Congressional and Foreign Affairs

Viernes 8 de Marzo de 2013

General presentation from the Private sector, NGOs and American institutions:

- *The Geotourism Approach: Leveraging the brand and communication expertise of National Geographic*

Chris Seek, President/ CEO of Solimar International

- *Importance of Public-Private Partnerships for Sustainable Tourism*

Scott Wayne, President of SW Associates - Sustainable Development through Tourism

- *Degradation of the archaeological materials at the World Heritage Site of Petra due to inadequately managed tourism*

Douglas Comer, President of Cultural Site Research and Management

- *Innovations in Coastal Tourism in Mexico and Costa Rica*

Martha Honey, Director of Center for Responsible Travel (CREST)

- *The Threshold of Sustainability for Tourism in Protected Areas: Example of the Dominican Republic*

Andy Drumm, Sustainable Tourism Specialist of Drumm Consulting

- *The Greening of U.S. Retirement Destinations: emerging issues and trends in Mexico's coastal communities*

Anne Mc Enany, Senior Advisor, Conservation & Environment of International Community Foundation

- *Community-based tourism in Guatemala*

Carolina Buglione, US Representative, Codespa America

11:00

Networking & Brunch

12:30

Clausura de las jornadas