



Sharjah Commerce & Tourism Development Authority
Sharjah International Travel & Tourism Forum 2021

Theme

SMART Tourism and Global Challenges

Wednesday 24th November 2021

09:00 am – 2:30 pm

Al Jawaher Reception & Convention Center-Sharjah

Agenda

8:30 am		Registration	
9:10 am		Opening Speech	HE. Khalid Jasim Al Midfa Chairman of Sharjah Commerce & Tourism Development Authority
9:20 am		Guest of Honor Speech	HE. Dr. Ahmad Belhouli Al Falasi Minister of State for Entrepreneurship and Small and Medium Enterprises
9:35 am		Keynote Presentation	Mrs. Basmah Al Mayman Regional Director for the Middle East - UNWTO
First Session			
10:00 – 10:10 am		The Impact of Smart Tourism Destinations on the Economy (Presentation)	Mr. Scott Livermore Chief Economist of Oxford Economics Middle East
10:10 – 10:20 am		Smart Tourism Destinations: Portugal Experience (Presentation)	Mr. Sergio Guerreiro Director, Knowledge Management and Innovation, Turismo de Portugal
10:20 – 11:00 am		Smart Tourism Destinations (Panel Discussion)	HE. Hussain Al Mahmoudi - CEO of AUSE & SRTI Park HE. Haitham Mattar Managing Director, India, Middle East and Africa (IMEA), IHG Mr. Sergio Guerreiro Director, Knowledge Management and Innovation, Turismo de Portugal Mr. Scott Livermore Chief Economist of Oxford Economics Middle East Dr. Dima Rachid Jamali – Dean UOS (Moderator)
Second Session			
11:00 – 11:10 pm		Opportunities for Entrepreneurship in a Changing World (Presentation)	Mr. Andrew Brown Regional Director in the WTTC





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11:10 – 11:20 pm	 Developing Modern Tourism Destinations (Presentation)	Mr. Jeremy Jauncey Founder & CEO Beautiful Destinations
11:20 – 12:00 pm	 Entrepreneurship Development (Panel Discussion)	Mr. Andrew Brown - Regional Director in the WTTC Mr. Jeremy Jauncey - Founder & CEO Beautiful Destinations Mr. Sarmad Al Zadjali - CEO of Mughamer Hazaa Al Mansouri - Advisor and Entrepreneurship Expert (Moderator)
12:00 pm	 Break	
Third Session		
12:15 – 01:00 pm	 Tourism Leadership, Change & Innovation (Panel Discussion)	HE. Khalid Jasim Al Midfa Chairman of Sharjah Commerce & Tourism Development Authority HE. Marwan Jassim Al Sarkal Executive Chairman of Sharjah Investment & Development Authority Shurooq Marwan Al Hel - Producer & Presenter (Moderator)
01:00 – 01:10 pm	 Ukraine's Experience Feel the Heart of Ukraine Beating (Presentation)	Oleksandr Skichko The Head of Cherkasy Regional State Administration, Ukraine
Fourth Session		
01:10 – 01:20 pm	 Malaga - An Entrepreneurial Smart Destination (Presentation)	Marc Sanderson - International Economic Development Director & European Capital Of Smart Tourism Spokesman
01:20 – 02:00 pm	 Impact and Power of Bloggers on Destination Development (Panel Discussion)	Nael Abu Al-Teen - Influencer Marc Sanderson - International Economic Development Director & European Capital Of Smart Tourism Spokesman Sherif Fayed - Presenter and Influencer Anas Bukhash - Serial Entrepreneur & Interviewer (Moderator)
2:00 – 2:30 pm	 Closing Ceremony & Awards	

