

# Forum Agenda

## The Future of Tourism in the fields of digitization, health and safety

Date: 25 November 2024

Time: 09:00 am to 02:30 pm

Venue: Sharjah Expo Centre - Hall #5

09:00 – 10:00

**Registration and Networking**

10:00 – 10:07

**Opening ceremony**

**MC**

10:07 – 10:15

**Opening Speech**

**HE. Khalid Jasim Al Midfa**

Chairman of the Sharjah Commerce and Tourism Development Authority

10:15 – 10:25

**Guest of Honor Speech**

**HE. Abdalla Bin Touq Al Marri** - Minister of Economy, United Arab Emirates

10:25 – 10:35

**Keynote Presentation**

**HE. Basmah Al Mayman** - Regional Director of the Middle East at UN Tourism

10:35 – 11:05

**Panel 1: Tourism in the Age of Digital Disruption**

**HE. Basmah Al Mayman** - Regional Director of the Middle East at UN Tourism

**HE Ahmed Obaid Al Qaseer** - CEO of Sharjah Investment

and Development Authority (Shurooq)

**Moderator: Hussein Alamry** - Media Professional

11:05 – 11:15 **Awards Ceremony**

11:15 – 11:45 **Exhibition Tour & Coffee Break**

11:45 – 11:55

**Tourism 2030: Balancing Innovation, Sustainability,  
and Safety in a Digital World**

**Thierry Malleret** - Economist and Strategist

11:55 – 12:05

**Presentation: Innovating Tourism with Events:**

**Leveraging Data for Smarter Decisions**

**Seth Shenbanjo** - Founder of ActDivate

12:05 – 12:45

**Panel 2: Navigating Digitization, Health, and Safety in Tourism**

**Rehan Asad** - Vice President, Global Market Operations, Expedia Group

**Thamer Al-Harbi** - Lecturer at the Faculty of Tourism,

Supervisor on public relations and media, King Abdulaziz University

**Chris Gregory-Pasha** - Senior Sales Director at Sojern

**Karl Tlais** - Founder, CEO, IAdvisory

**Moderator: Thierry Malleret** Economist and strategist

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# Workshops & Side Activities

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12:45 – 12:55

**Presentation:**

**Understanding your Destinations Impact**

**Nick Mott** - Vice President of Revenue EMEA at Adara

12:55 – 01:05

**Presentation:**

**Sustain Sharjah: From Vision to Action – New Milestones**

**Karim El Marmari** - Marketing Manager at the Sharjah Commerce and Tourism Development Authority (SCTDA)

01:05 – 01:55

**Panel 3: The Future of Safe Tourism: Health Protocols and Best Practices**

**Judith Ravasingadi** - Manager, Food Safety and Hygiene | Atlantis Dubai

**Bashir Yousif** - Food Safety Expert, Dubai Municipality

**Dr. Mariam Al Ali** - Central Laboratories Department - Sharjah Municipality

**Fadi Msharafie** - Cluster General manager of Pullman Hotel in Sharjah

& Mövenpick, adagio, Novotel in JVT

**Ed Kastli** - Channel Vice President, International Sales,

National Restaurant Association, American Hotel & Lodging Educational Institute

**Moderator: Thierry Malleret** Economist and strategist

01:55 – 02:00 **Closing Ceremony**

02:00 **Luncheon**

10:30 – 11:30

**Workshop # 1: Etbakh Safety in the Kitchen**

11:30 – 12:30

**Workshop # 2: Hospitality and Safety Tourism**

01:30 – 02:30

**Workshop # 3: Sharjah Tourism Safety Standards in Hotels**

10:00 – 02:00

**Etbakh Side Activity**