



Program 2024

15-16 OCTOBER 2024

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DAY I 15 October 2024

15:00-16:00	Arrival	Registration & Coffee
16:00-17:55	Welcome Tourism A Survey on the Greek Sentiment	Margarita Pournara Journalist, KATHIMERINI George Arapoglou CEO, CIO, Pulse RC / KOSMON Athanasios Ellis Editor in chief, KATHIMERINI English Edition
	Tourism as a Key Driver for the Greek Economy	Aris Ikkos Research Director, INSETE Yiannis Retzos CEO, Electra Hotels <i>Moderators:</i> George Lialios Journalist, KATHIMERINI Thelma Chatziathanasiou Journalist, KATHIMERINI & MONEY REVIEW
	Opportunities & Challenges of Tourism in Greece	Eftichios Vassilakis Chairman, AEGEAN Panayiotis Dikaos CEO, Attica Group Alexander Zinell CEO, Fraport Greece Christos Megalou CEO, Piraeus Bank Marios Psaltis CEO, PwC Greece <i>Moderator:</i> Elias Bellos Journalist, KATHIMERINI
17:55-18:15	Break	
18:15-18:45	Tourism as a Strategic Priority for Greece <i>Fireside chat</i>	Kyriakos Mitsotakis Prime Minister of Greece Alexis Papahelas Executive Editor, KATHIMERINI
18:45-19:30	Cocktail	

DAY II 16 October 2024

9:00- 10:00	Arrival	Registration & Coffee
10:00-10:15	Welcome	Margarita Pournara Journalist, KATHIMERINI
10:15-11:30	Reframing the Discussion on the Future of Greek Tourism <i>Fireside chat</i>	Yiannis Paraschis President, SETE Sia Kossioni Journalist, SKAI
	Sustainability, Infrastructure and Business as a Positive Leverage for Tourism An Analysis by PwC	Leonidas Papaioannou Partner, PwC Greece, Head of Public Sector Maria Gatsou, General Manager, SETE Leonidas Papaioannou Partner, PwC Greece, Head of Public Sector <i>Moderator:</i> Apostolos Mangiriadis Journalist, ERT
11:30-12:00	Coffee Break	
12:00-13:15	Investing in Tourism. Investing in Greece.	Andreas Andreadis CEO, Sani/Ikos Group Adrian Messerli President, EMEA, Four Seasons <i>Moderator:</i> Eleni Varvitsioti Athens Correspondent, Financial Times
	Sustainable Tourism A Heretic Point of View	Ioanna Dretta CEO, Marketing Greece Martin Hohn Sustainability Expert Rachel Howard Travel Writer & Editor <i>Moderator:</i> Iliana Magra Journalist, KATHIMERINI
13:15-14:40	Lunch Break	
14:40-16:40	Exponential Technologies and Tourism	Carlo van de Weijer Singularity University, General Manager, Eindhoven AI Systems Institute
	Bhutan An Alternative Approach on Tourism <i>Fireside chat</i>	Tshering Tobgay Prime Minister of Bhutan Athanasios Ellis Editor in chief, KATHIMERINI English Edition
	Eco Villages A Sustainable Example	James Ehrlich Director, Compassionate Sustainability, Stanford University Paloma Zapata CEO, Sustainable Travel Intl <i>Moderator:</i> Iliana Magra Journalist, KATHIMERINI
	Key Drivers for Visitors' Destination Choice Mabrian Travel Intelligence	Catalina Taltavull Carretero Sales Director, Mabrian
16:40-17:10	Coffee Break	
17:10-18:30	A new point of view The current spatial context in Greece and tourism	Panagiotis Pikrammenos Former Prime Minister of Greece Dr Demetrios Athanasoulis Director of the Ephorate of Antiquities of Cyclades and the Dodecanese Nikos Zorzos Mayor of Santorini George Chatzimarkos Regional Governor <i>Moderator:</i> Nektaria Stamouli Journalist, KATHIMERINI
	Closing Remarks	Eftichios Vassilakis Chairman, AEGEAN
	Closing Remarks	Alexis Papahelas Executive Editor, KATHIMERINI