

Panel on "Barcelona visions"



**Benedetta
Tagliabue**

Italian architect Benedetta Tagliabue studied architecture at the Istituto di Architettura di Venezia (IUAV) and currently acts as director of the international architecture firm Miralles Tagliabue EMBT, founded in Barcelona in collaboration with Enric Miralles in 1994. Among her most notable urban scale projects are Santa Caterina Market in Barcelona, the New Scottish Parliament in Edinburgh, the Diagonal Mar Park in Barcelona. Benedetta Tagliabue has been a visiting professor at Harvard University (2012), Columbia University (2010) and Barcelona School of Architecture.



**Ramón
Freixa**

2-star Michelin chef. After spending three years at the Higher School of Hotel, Catering and Tourism of Sant Pol de Mar (Barcelona), Ramón honed his skills at leading restaurants in Belgium and France. In 1994, he returned to his family restaurant El Racó d'en Freixa in Barcelona where he maintained the star the restaurant was awarded in 1988. In 2009, he started his restaurant Ramón Freixa Madrid in Hotel Único. Ramón Freixa Madrid was awarded two Michelin stars shortly after opening.



**Antonio
de Lacy**

Chief of Gastrointestinal Surgery Department at Hospital Clinic Barcelona, co-coordinator of Unit of Colorectal Cancer at Hospital Clinic Barcelona and professor of Surgery and Surgical Specialities at Medical School at Universitat de Barcelona. Also, he is a Director of Lacy Surgical Institute at Hospital Quirón Barcelona. Founder of Advances in Surgery Channel for surgeon training. He was appointed by American Society of Colon and Rectal Surgeons as Honorary Fellow and received SAGES international Ambassador Award.



**Fernando
Aleu**

Chairman at Queen Sofia Spanish Institute, New York. Founder, now retired, of Puig USA, former Associate Professor NYU School of Medicine, President of the Spain-US Chamber of Commerce and The Fragrance Foundation, all of New York.

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8.30 am Registration

9.15 am Welcome and introduction by **Mateu Hernández**, CEO at Barcelona Global
Welcome by **Jordi Nicolau**, Barcelona Regional Director at CaixaBank
Welcome by **Maribel Rodriguez**, Regional Director for Europe and Latam at World Travel & Tourism Council (WTTC)

9.40 am **Gonzalo Rodés**, Chairman at Barcelona Global: Key takeaways and the role of the association as an active player in the sector

10.00 am Key note: City benchmark as a development tool by Professor **Greg Clark** CBE

10.15 am Coffee Break

10.45 am **Carl Weisbrod**, NYC Department of City Planning, interviewed by Martin Roberts, collaborator and correspondent at The Guardian, The Times, Telegraph and Al Jazeera: **“New Destinations. Creating new areas of interest. New York”**

What can we learn: “Colaboración público-privada como herramienta de desarrollo de destinos”
Angel Díaz, President of Advanced Leisure Services

11.45 am **Deede Weithorn**, Former Commissioner of Miami Beach, interviewed by Miquel Molina, Deputy Director at La Vanguardia: **“Promoting value added activities. Attracting new audiences and Seasonal Spread. Miami”**

What can we learn: “Barcelona es música”
Juan Julià, Founder and Owner of Axel Hotels
Chris Nagy, Principal at WhiteLabel Creative

12.45 pm **Julie-May Ellingson**, CEO of Cape Town International Convention Center, interviewed by Marti Saballs, Deputy Director at Expansión: **“Reverting the tourism wealth. Cape Town”**

What can we learn: “Cómo hacer que el turismo tenga una dimensión social más visible”
Pau Guardans, President at Único Hotels and Vicepresident at Barcelona Global

1.45 pm Morning wrap up

2.00 pm Cocktail Lunch

3.00 pm **Geerte Udo**, Director of Marketing at Amsterdam Marketing interviewed by Olga Grau, Deputy Editor at El Periódico de Catalunya: **“Technology as a tool to improve the visitor’s experience. Amsterdam”**

What can we learn: “Gestión activa de los flujos de turistas para promover una mejor coordinación con los residentes”
Michael Goldenberg, General Director of Spain and Corporate Group Director at Value Retail
What can we learn: “Mejorar la gobernanza en el sector de los apartamentos turísticos. La tecnología como palanca de mejora”
Luis Falcón, Co-founder and CEO at InAtlas

4.00 pm Panel on **“Barcelona visions”**
Ramon Freixa, 2-star Michelin chef;
Benedetta Tagliabue, architect, Co-Founder and CEO of Miralles Tagliabue EMBT; **Antonio de Lacy**, Chief of Gastrointestinal Surgery Department at Hospital Clinic Barcelona and President at AIS and **Fernando Aleu**, MD, Chairman at Queen Sofia Spanish Institute, New York.
Moderator **Pau Guardans**, President of Único Hotels and Vicepresident of Barcelona Global.

4.45 pm Closing Session by professor **Greg Clark** CBE
“Relaunching the tourism sector of a city after a crisis”

5.30 pm Closure. What is next



Greg Clark

Global level experience in City Leadership and Urban Investment and Regeneration, City Policies and Metropolitan Planning. Works with global organisations: Urban Land Institute, World Bank, OECD, and the Brookings Institution on the metropolitan century. Works with city leaders in more than 100 cities on strategic developments, and with global firms and investors on business, investment, and development in an urbanising world. Author of ten books.

International Speakers



Carl Weisbrod

Former Director of the New York City Department of City Planning and Chairman of the New York City Planning Commission. Weisbrod has served five different NYC Mayors and has more than 35 years of experience supporting the growth of the city’s most dynamic neighbourhoods. Weisbrod played a key role in the transformation of Times Square into a global hub for tourism and entertainment, as well as the renewal of Harlem, Hudson Square, Lower Manhattan and other districts.



Deede Weithorn

Former Commissioner of Miami Beach. Deede was the Finance and Citywide Projects chairman or vice-chairman for 7 of her 8 years there. She handled budgets for her entire tenure through the recession and recovery and received a bond rating increase in the process. She was the Finance chair and is able to discuss the economic impact of Art Basel Miami Beach as well as how each location used its physical location to distinguish itself and draw visitors.



Julie-May Ellingson

CEO of Cape Town Convention Centre since 2014. In this role she spearheads the Convention Centre’s international expansion and its role in serving local community. She has 20 years’ experience in the built-environment sector and previously served as the Head of the city of Durban’s Strategic Projects Unit, leading on large infrastructure projects. She also serves on the board of Cape Town Tourism



Geerte Udo

Director of City Marketing for the City of Amsterdam. For more than 11 years she has been responsible for building the brand ‘I amsterdam’, generating visibility, giving meaning to the brand, and adjusting the strategy to meet new challenges. She has been a key figure in supporting Amsterdam’s regional economic collaboration and developing the identity of regional tourist locations
