



## 1st Ibero American Conference of the UNWTO on collaborative economy in the tourist accommodation

Montevideo, Uruguay, 4/ 5 april, 2016

*The Conference aims to explore the situation of the collaborative economy in the tourist accommodation in Ibero-America, analyze its positive and negative effects, encouraging approach to finding solutions in order to minimize the negative aspects from the perspective of public-private collaboration , promote agreements and good practices in the field, and establish the principles to generate possible recommendations.*

### April 4<sup>th</sup>

**08:30 to 09:00**     **Participants registration**

**09:00 to 09:20**     **Opening ceremony** (Master of Ceremony: tbc)

- Welcoming remarks by Minister of Tourism of Uruguay
- Welcoming remarks by the President of the Association of Hotels
- Welcoming remarks by the President of the Argentine Hotel and Restaurant Federation.
- Welcoming remarks by the representative of the UNWTO

**09:30 to 09:50**     **opening Conference**

Jordi Busquets, President of International Hotel & Restaurant Association (IHRA)

**10:00 to 11:30**     **Panel I "Two visions of the business in Spain: Public sector and private sector" -**

**Moderator: Jordi Busquets – IHRA President**

- Ramon Estalella, Secretary General of the Spanish Confederation of Hotels and Tourist Accommodation (CEHAT), Spain (20 ')
- José Luis Zoreda, vice president of Exceltur, Spain (20 ')
- Carlos Chaguaceda Tourism General Director of Comunidad Madrid (20 ')
- Susana Ribeiro Tourism Director of Oporto City, Portugal (20 ')
- Debate Session (20 ')

**11:30 to 11:45**     **coffee break**

**11:45 to 13:30**     **Panel II "The challenge of collaborative economy in Latin American cities" - Moderator: Representative of UNWTO**

- Sandra Howard Taylor, Deputy Minister of Tourism, Colombia
- Javiera Montes, Deputy Secretary SERNATUR, Chile.
- Representative of the Ministry of Tourism, Argentina.
- Representative of the Ministry of Tourism of Mexico DF
- Maria del Carmen de Reparaz, Vice Minister of Tourism of Peru.
- Gaston Gianero, Representative of the Ministry of Tourism of Uruguay

**13:30 to 15:00** Lunch, net working in the halls of the Hotel.

**15:00 to 17,00** Panel III "Legal aspects at local and national level" - Moderator: tbc

- Julio Facal, Lawyer, representative of AHRU Uruguay
- Graciela Fresno, Vice President FEHGRA (affiliate member)
- Enrique Mota Flores, Lawyer, Member of IFTTA, Mexico
- Eduardo Armas Morales, Lawyer, representative of AHORA, Peru
- Arturo Aliaga, lawyer, Representative of National Hotel Association, Chile

**16:30 to 16:45** Coffee Break

**16:45 to 18:00** Panel IV "Good practices in the interaction between the various actors in the tourist accommodation industry - Moderator: Ramón Estalella.

- Juan Rodriguez, Chief Marketing and Sales Group Hotels Londoño, Colombia.
- Representative of Booking
- Representative of Airbnb
- Bruno Oromi President of the Hotel Association of Brazil
- Dr. William Perrone, Despegar.com
- Eugenio Yunis, Executive Secretary, Fedetur, Chile.

Welcome dinner in place to be designated by AHRU.

## April 5th

**09.00 to 09.30** The interrelation between the Commercial Air Transportation and Hospitality Industry

- Francisco Chiari, Manager LATAM, Uruguay.
- Diego Gonzalez, WALA.

**09:30 - 10.30** Tax aspects of electronic commerce, the link between sites, online travel agencies and tourist accommodation.

- Representative of the Government of Uruguay.
- Rafael Miranda, member of the board of FEHGRA (affiliate member)
- Gustavo Toro CEO of COTELCO, Colombia.

**10.30 to 11.50** Debate "Towards search Recommendations, global and local; to designate moderator.

- Molla Udelar Roque, Tourism Law Association of Uruguay.
- Representative of the Observatory of Tourism Law of the UBA.
- Iban López Villalba, Interamerican Network of Small Hotels, Ecuador.
- Diego Benitez, President of the American Association of Tourism Law.

**11.50 to 12.00.** Coffee break

**12.00 to 13.30** Conclusions, recommendations and formulation of the roadmap by Jordi Busquets President of the IHRA.

**13.30** Closing - in charge of Uruguay Authorities and the Representative of WTO.

**14.00** Closing Lunch instead to be designated by AHRU.

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