

## World Tourism Forum Lucerne 2021 (15-16 November 2021)

"Moving Forward – an Innovation Festival by World Tourism Forum Lucerne"



Version of 01 October 2021

Monday, 15 November 2021, 16.00 – 19.50 (Opening session)

16.00 – 16.20	Welcome	<b>Welcome to Andermatt</b> <ul style="list-style-type: none"><li>- Reto Wittwer, Chairman of World Tourism Forum Lucerne</li><li>- Martin Barth, President &amp; CEO of World Tourism Forum Lucerne</li><li>- Martin Bütikofer, Chairman of Lucerne Tourism</li><li>- Urs Gredig, Talk Show Host, Swiss television</li><li>- Hannah Wise, Journalist and Moderator</li></ul>
16.20 – 16.50	Presentation	<b>The World of tomorrow</b> David Bosshart, Futurist, Chairman Adele & Gottlieb Duttweiler Foundation
16.50 – 17.20	Keynote	<b>Great disasters of the past and some lessons for the future</b> Niall Ferguson, British historian and bestselling author
17.20 – 17.30	Culture	<b>Cultural Innovation</b> Fränggi and Maria Gehrig
17.30 – 17.40	Integration	<b>What is your view about the future?</b>
17.40 – 18.00	Insight	<b>The Story of Andermatt: from a military army place to a world-renowned destination</b> <ul style="list-style-type: none"><li>- Samih Sawiris, Chairman of Orascom Development Holding</li><li>- Bernhard Russi, Olympic and World Champion Ski Racer from Andermatt</li></ul>

18:00 – 18.30	Networking break	
18.30 – 18.50	Keynote	<b>Europe with an inferiority complex?</b> Andreas Goeldi, Partner at btov Partners
18.50 – 19.00	Interview	<b>The Next Generation at World Tourism Forum Lucerne</b> Martin Barth, President & CEO of World Tourism Forum Lucerne
19.00 – 19.35	Panel	<b>The Big Picture</b> <ul style="list-style-type: none"> <li>- Doris Leuthard, President of the Swiss Digital Initiative</li> <li>- Dinesh Dhamija, Member of the European Parliament, Entrepreneur, Philanthropist</li> <li>- Achilles Constantakopoulos, Chairman TEMES</li> <li>- Alexander Limpert, CEO GuestReady</li> </ul>
19.35 – 19.45	Welcome	<b>Small but innovative!</b> Urban Camenzind, Cantonal Councillor, Head of the Economic Department of Canton Uri
19.45 – 19.50	Wrap-Up and Outlook	Urs Gredig, Talk Show Host, Swiss television
20.00 – 22.30	Innovation Dinner, hosted by Hospitality Management School Lucerne/Night Cap	

**Tuesday, 16 November 2021, 08.30 – 16.45**

08.30 – 08.40	Welcome back	Hannah Wise and Urs Gredig, Moderators
08.40 – 08.55	Pitch	<b>Start-Up Winner Category Living</b>
08.55 – 09.25	Best Practise Panel	<p><b>Best industry innovation practises from around the world</b></p> <ul style="list-style-type: none"> <li>- Laura Meyer, CEO Hotelplan Group</li> <li>- Wybcke Meier, CEO of TUI Cruises</li> <li>- Simon Lehmann, CEO/Co-Founder of AJL Atelier</li> <li>- Stephanie Nägeli, Chief Strategic Business Development Officer of SV Group</li> <li>- Matthijs Welle, CEO Mews</li> </ul>
09.25 – 09.40	Pitch	<b>Start-Up Winner Category Exploring</b>
09.40 – 10.00	Insight	<p><b>Failure – get up and move forward again</b></p> <p>Peter Fankhauser, Director PETRAF, former CEO of Thomas Cook</p>
10.00 – 10.45		Networking break
10.50 – 11.05	Pitch	Start-Up Winner Category Savoring
11.05 – 11.40	Keynote/Interview	<p><b>The secret of learning from other industries</b></p> <ul style="list-style-type: none"> <li>- Koen Deryckere, Lead – Industry Network and Programs, Accenture</li> <li>- Emily K. Weiss, Global Travel and Hospitality Leader, Accenture</li> </ul>

11.40 – 11.55	Pitch	Start-Up Winner Category Recovering
11.55 – 12.20	Panel	<p><b>We made it!</b></p> <ul style="list-style-type: none"> <li>- Paras Loomba, CEO of Global Himalayan Expedition</li> <li>- Naomi MacKenzie, Co-Founder of KITRO</li> <li>- Fernanda Barrence Mutz, CEO The Trip Boutique</li> </ul>
12.20 – 13.35	Lunch	
13.35 – 13.50	Pitch	Start-Up Winner Category Impacting
13.50 – 14.10	Inspiration	<p><b>Disruption in economy – opportunities for our planet</b></p> <p>Reto Ringger, Founder &amp; CEO of Globalance Bank</p>
14.10 – 14.20	Presentation	<p><b>How innovative are you and your company?</b></p> <ul style="list-style-type: none"> <li>- Stephanie Kaudela Baum, Professor at the University of Applied Sciences and Arts</li> <li>- Hassan Kadbi, CEO Hapimag</li> </ul>
14.20 – 14.45	Panel	<p><b>Biodiversity: the topic of tomorrow</b></p> <ul style="list-style-type: none"> <li>- Josef Settele, Co-Chair Global Assessment of the Intergovernmental Platform of Biodiversity and Ecosystem IPBES</li> <li>- Shannon Guihan, Chief TreadRight &amp; Sustainability Officer of The Travel Corporation</li> <li>- John Scanlon, Chair Global Initiative to End Wildlife Crime</li> <li>- Moderated by: Shaun Vorster, Advisory Board Member of World Tourism Forum Lucerne</li> </ul>
14.45 – 15.05	Presentation	<p><b>The Next Generation's view on climate change</b></p> <ul style="list-style-type: none"> <li>- Marcus Bernhardt, CEO of Deutsche Hospitality</li> <li>- Stephen Neff, CEO myclimate</li> <li>- Hester Bosma, Senior Project Manager of etventure</li> <li>- 3 Next Generation Leader Representatives</li> </ul>

15.05 – 15.30	Networking Break	
15.30 – 16:00	Panel	<b>Tourism Executive Roundtable</b> <ul style="list-style-type: none"> <li>- Puneet Chhatwal, CEO of Indian Hotels Company Limited</li> <li>- Adam Sacks, President of Tourism Economics</li> <li>- Christine Demen Meier, Managing Director of Les Roches</li> <li>- Liz Ortiguera, CEO of Pacific Asia Travel Association</li> <li>- Adeeb Ahamed, Managing Director of Twenty14 Holdings</li> </ul>
16:00 – 16.10	Integration	Your view on innovation
16.10 – 16.25	Interview	<b>Diversity/Inclusion: walk the talk</b> <ul style="list-style-type: none"> <li>- Aradhana Khowala, CEO &amp; Founder of Aptamind Partners</li> <li>- Gudrun Sander, University of St Gallen</li> <li>- Ulrich Bensel, Chief Human Resources Officer Deutsche Hospitality</li> <li>- Louis Amport, Expert in restricted mobility, inclusive events</li> </ul>
16.25 – 16.35	Insight	<b>Take home message</b> Martin Barth, President & CEO of World Tourism Forum Lucerne
16.35 – 16.45	Farewell and Outlook	<b>Let's move forward</b> <ul style="list-style-type: none"> <li>- Timo Albiez, Deputy Director of Schweizerische Hotelfachschule Luzern (SHL)</li> <li>- Reto Wittwer, Chairman of World Tourism Forum Lucerne</li> <li>- Martin Barth, President &amp; CEO of World Tourism Forum Lucerne</li> <li>- Hannah Wise and Urs Gredig</li> </ul>
17.00 – 18.30	Farewell cocktails	