



## World Tourism Forum Lucerne 2019

### Programme, 2-3 May 2019

*"Human Capital in an Age of Disruption: innovation, talent and diversity"*

**Moderators/Facilitators:** Urs Gredig, Caroline Mutoko

#### Thursday, 2 May 2019, 11:30 - 22:30 (Opening Day)

11:30 - 13:45 REGISTRATION

12:30 - 13:45 WELCOME LUNCH

#### *"Innovation"*

- |               |                |  |
|---------------|----------------|--|
| 13:45 - 13:55 | WELCOME        | <b>Disruption matters to every business</b><br>- Urs Gredig Broadcast Journalist<br>- Caroline Mutoko Group CMO and General Manager Digital Radio Africa   |
| 13:55 - 14:15 | KEYNOTE        | <b>Managing innovation in the digital revolution</b><br>Karolin Frankenberger Professor, Director of the Institute of Management & Strategy, University of St. Gallen  |
| 14:15 - 14:30 | START-UP PITCH | <b>Category winner Transaction</b>   |
| 14:30 - 15:10 | PANEL          | <b>Disruption: a constant driver for change</b><br>- HE Rania Al Mashat Minister of Tourism of Egypt<br>- Karolin Frankenberger Professor, Director of the Institute of Management & Strategy, University of St. Gallen<br>- Bas Lemmens CEO Meetings.com<br>- Andreas G. Schmid Entrepreneur, Chairman Helvetica Capital AG, Board Member Radisson Hospitality, Chairman Zurich Airport<br>- Michael Ros COO / Co-founder Bidroom, WTFL Start-Up Winner 2017<br><br>Moderated by Urs Gredig |
| 15:10 - 15:20 | START-UP PITCH | <b>Category winner Hospitality</b>   |
| 15:20 - 15:40 | INSPIRATION    | <b>Ras Al Khaimah: a young destination rooted in history</b><br>Haitham Mattar CEO Tourism Development Authority of the Government of Ras Al Khaimah   |

**15:45 – 16:25 NETWORKING BREAK**

<b>16:25 - 17:15</b>	PARALLEL SESSIONS	<b>Workshops, CreaLabs, Masterclasses, and Showcases</b>
<b>17:25 - 17:35</b>	DISCUSSION	<b>The Next Generation Leaders' view of disruption</b> Moderated by <a href="#">Caroline Mutoko</a>
<b>17:35 - 17:40</b>	DOCUMENTARY	<b>The Next Generation Leaders' view of disruption</b> Moderated by <a href="#">Caroline Mutoko</a>
<b>17:40 - 17:55</b>	INSIGHT	<b>The secret of learning from other industries</b> <a href="#">Jean-Claude Biver</a> Chairman of LVMH, Hublot and Zenith  Moderated by <a href="#">Urs Gredig</a>
<b>17:55 - 18:00</b>	VIDEO	<b>Our Young Talents</b> Videos of Finalists  Moderated by <a href="#">Urs Gredig</a>
<b>18:00 - 18:15</b>	PRESENTATION	<b>The «new Bali Concept»: an innovative way to sell a new destination</b> NN  Moderated by <a href="#">Caroline Mutoko</a>
<b>18:15 - 18:20</b>	OUTLOOK	<b>The WTFL Innovation Agenda</b> <a href="#">Martin Barth</a> President & CEO World Tourism Forum Lucerne
<b>18:20 - 18:30</b>	CLOSING	<a href="#">Urs Gredig</a> , <a href="#">Caroline Mutoko</a>

**19:15 - 22:30 COCKTAIL DINNER**  
**Featuring Young Talent Award**  
Supported by Ras Al Khaimah

Location: Schweizerische Hotelfachschule Luzern

**Friday, 3 May 2019, 07:45 – 17:30**

**07:45 - 08:30 COFFEE AND PASTRIES FOR NETWORKING**

**“Talent”**

<b>08:30 - 08:40</b>	WELCOME	<b>Creativity first</b>
<b>08:40 - 09:10</b>	KEYNOTE	<b>Talent for a disruptive industry</b> Kate Walsh Dean of School of Hotel Administration, Cornell University
<b>09:10 - 09:20</b>	START-UP PITCH	<b>Category winner Destination</b>
<b>09:25 - 10:15</b>	PARALLEL SESSIONS	<b>Workshops, CreaLabs, Masterclasses, and Showcases</b>
<b>10:15 – 10:55 NETWORKING BREAK</b>		
<b>10:55 - 11:05</b>	START-UP PITCH	<b>Category winner Mobility</b>
<b>11:05 - 11:45</b>	PANEL	<b>The best talents for the best industry</b> <ul style="list-style-type: none"> <li>- HE Maitha Saif Majid Al-Mahrouqi Undersecretary Ministry of Tourism Oman</li> <li>- Brett Tollman Chief Executive, The Travel Corporation</li> <li>- Puneet Chhatwal MD &amp; CEO The Indian Hotels Company Limited (IHCL)</li> <li>- Simon Lloyd Dean – Faculty of Hospitality and Sustainable Tourism, Botho University - Gaborone</li> </ul> <p>Moderated by Urs Gredig</p>
<b>11:45 - 12:00</b>	CEREMONY	<b>Tourism Star Award</b> <ul style="list-style-type: none"> <li>- Reto Wittwer Chairman World Tourism Forum Lucerne</li> <li>- Puneet Chhatwal MD &amp; CEO The Indian Hotels Company Limited (IHCL)</li> </ul> <p>3 Winners</p> <p>Moderated by Caroline Mutoko</p>
<b>12:00 - 12:10</b>	OUTLOOK	<b>The WTFL Talent Agenda</b> Reto Wittwer Chairman World Tourism Forum Lucerne
<b>12:10 - 12:20</b>	START-UP PITCH	<b>Category winner Impact</b>



12:20 - 12:35 INSIGHT

**Canton of Schwyz: innovative tradition**

- Franz-Xaver Strüby Chairman Board of Directors Schwyz Tourismus AG
- Nadja Räss Modern yodelling performance

**12:35 – 13:50 LUNCH BREAK**  
**Hosted by Canton of Schwyz**

**"Diversity"**

13:50 - 13:55 INSIGHT

**Report on the CreaLab on future education in tourism**

Ros Atkins Presenter and Creator Outside Source BBC News

Moderated by [Caroline Mutoko](#)

13:55 - 14:10 KEYNOTE

**Input speech about diversity/inclusion innovation**

Musimbi Kanyoro President and CEO, Global Fund for Women

14:10 - 14:50 PANEL

**The potential of diversity for the tourism industry**

- Maud Bailly Chief Digital and Diversity Officer Accor
- Brett Heising Founder Brettapproved
- Musimbi Kanyoro President & CEO Global Fund for Women
- Aradhana Khowala World Tourism Forum Lucerne

Moderated by [Caroline Mutoko](#)

14:55 - 15:00 OUTLOOK

**The WTFL Diversity Agenda**

Aradhana Khowala World Tourism Forum Lucerne

15:00 - 15:10 PRESENTATION

**The Swiss way to stay innovative**

Guy Parmelin Swiss Federal Councillor, Head of the Federal Department of Economic Affairs, Education and Research

**15:10 – 15:40 NETWORKING BREAK**

15:40 - 16:10 INTERVIEW

**Human capital - the key to success in a digital future**

Surprise Guest

Moderated by [Urs Gredig](#)

16:10 - 16:25 FAREWELL

[Martin Barth](#)

[Reto Wittwer](#)

[Timo Albiez](#) Vice-Director Schweizerische Hotelfachschule Luzern

**16:30 - 17:30 SWISS CHEESE FONDUE**  
**A lasting memory**



**Saturday, 4 May 2019, 08:30 – 17:00**

**08:30 - 17:00** OPTIONAL PROGRAMME      Skiing Day on Mount Titlis  
Sightseeing Tour Lucerne  
Outdoor Adventure Activities in Schwyz

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