

26TH, OCTOBER 2011

19.00-20.30 h **WELCOME AND COCKTAIL (By invitation)** SPONSORED BY



27TH, OCTOBER 2011

09.00-09.30h **INAUGURATION OF THE INTERNATIONAL CRUISE SUMMIT**

- **Enrique Ruiz de Lera**, Global Head of Marketing and Branding. TURESPAÑA
- **Fernando González Laxe**, President SPANISH STATE PORTS
- **Angeles Alarcó**, Director of Tourism MADRID GOVERNMENT
- **Javier Oyarzabal**, Coordinator of economic affairs MADRID CITY COUNCIL
- **Tim Marking**, Secretary General EUROPEAN CRUISE COUNCIL

09.30-09.45h **1ST SESSION - SEARCHING FOR THE NEW CRUISE DESTINATION**

Introduction • **Carlos Buqueras**, Director. Business Development Div PORT EVERGLADES.

Representing FCCA and CLIA Cruise 3sixty.

Situation of Worldwide Cruise itineraries. Strategies. Mediterranean, Atlantic, North Europe, Caribbean, Asia, emerging markets.

09.45-11.15h **Discussion**

Moderator • **Dan Askin**, News Editor CRUISECRITIC.COM

- **Neil Palomba**, Corporate Operating Officer COO. MSC CROCIERE
- **Francis Riley**, Vice President & General Manager NORWEGIAN CRUISE LINE
- **Philip Ordever**, Vice President Sales & Marketing CRYSTAL CRUISES
- **Ignacio Aguilera**, VP & General Manager Intl Markets, Strategy PULLMANTUR
- **William Gibbons**, Director PSA. UK
- **Mark Robinson**, Managing Director INTERCRUISES
- **Carla Salvadó**, Marketing and Cruise Director PORT OF BARCELONA
- **Tim Marking**, Secretary General EUROPEAN CRUISE COUNCIL

11.15-11.45h **COFFEE BREAK** SPONSORED BY



11.45-12.15h **INTRODUCING "SPANISH CRUISE ASSOCIATION"**

12.15-12.30h **SESSION 2 - ECONOMIC IMPACT AND BUSINESS OPPORTUNITIES**

Introduction • **Peter Wild**, Managing Director GP Wild Intl

What actually is the economic impact of the international cruise industry?

12.30-14.00h **Discussion**

Moderator • **Andres Mira**, Managing Director CRUISESNEWS MEDIA GROUP

- **Carla Salvadó**, Senior VP MEDCRUISE
- **Bo Larsen**, Director CRUISE BALTIC
- **Jens Chr. Skrede**, Managing Director CRUISE EUROPE
- **Sebastian Camps**, Managing Director MALAGAPORT
- **Luis Carlos López Pastor**, Cruise area Manager ALICANTE PORT AUTHORITY
- **Josep Antón Rojas**, Promotion Director BARCELONA TOURISM
- **Manuel Butler**, Councillor for Tourism SPANISH EMBASSY BERLIN
- **Ricardo Fernandez de la Puente**, Deputy Minister of TOURISM OF THE CANARY ISLANDS
- **Gregorio Serrano**, Tourism Councillor of the SEVILLE CITY COUNCIL

14.00-15.30h **COCKTAIL-LUNCH** SPONSORED BY



15.30-15.45h **SESSION 3 - DESTINATION, PORT, SHIP OWNER. IDEAL PROMOTION**

Introduction • **Luis de Carvalho**, CEO Consult DC

Why do ship owners choose a destination? What can destinations and ports do for a more effective promotion? What do passengers look for in a town when they call? How does the destination benefit from the arrival of a Cruise vessel?

15.45-17.30h **Discussion**

Moderator • **Luis de Carvalho**, CEO Consult DC

- **Tine Nathalie Oelmann**, Director Port Operations, Shorex & Handling TUI CRUISES
- **Eduardo López-Puertas**, VicePresident Port Operations, Shore services PULLMANTUR
- **Erling Frydenberg**, VicePresident Hotel Operations SEADREAM YACHT CLUB
- **Grant Laversuch**, Operations Director SAGA CRUISES
- **Luigi Pastena**, Port Captain Itinerary Strategy MSC CROCIERE
- **Mario Sennacheribbo**, CEO BC TOURS & SHIPPING

17.30-18.00h

COFFEE BREAK

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18.00-19.30h

Discussion (Cont.)

28TH, OCTOBER 2011

1ST NATIONAL FORUM ON MARKETING AND SELLING OF CRUISES

09.30- 11.00h

CRUISE BUSINESS - TRAINING AND INFORMATION TOOLS

- **William Gibbons**, Director- Association of Cruise Experts (ACE)

What is ace? ACE is the award winning training and support organization dedicated to providing expert cruise training and support for travel agents and peace of mind for customers. Supported by 35 of the world's leading cruise lines and in turn support over 12,000 individual travel agents to make sure that cruise customers get the holiday of their dreams. Its cruise training includes online modules and information, Cruise Expo events, learning at sea opportunities and ship visits.

11.00-11.30h

COFFEE BREAK

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11.30-14.00h

THE FUTURE OF SELLING CRUISE PRODUCTS

Discussion

New technologies and the situation of the travel agency sector. What is the role of travel agents in selling the product? Online agencies, are they the future? Specialization, a route to success for travel agents?

- **Emiliano Gonzalez**, Director MSC CRUCEROS
- **Bernardo Echevarría**, Director COSTA CRUCEROS
- **Alex Busquets**, Senior Sales Consultant NORWEGIAN CRUISE LINE
- **Paul Nuyens**, Director Business Development SEADREAM YACHT CLUB
- **Rosa Paramio**, Director TOURMUNDIAL OPERADORES
- **Juan J. Olivan Delgado**, President GRUPO AIRMET
- **Fernando Pacheco**, Comercial Director LOGITRAVEL
- **Juan Rodero**, Director XYO TRAVEL
- **Rafael Fernández-Álava**, VP and General Manager Sales & Marketing PULLMANTUR

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