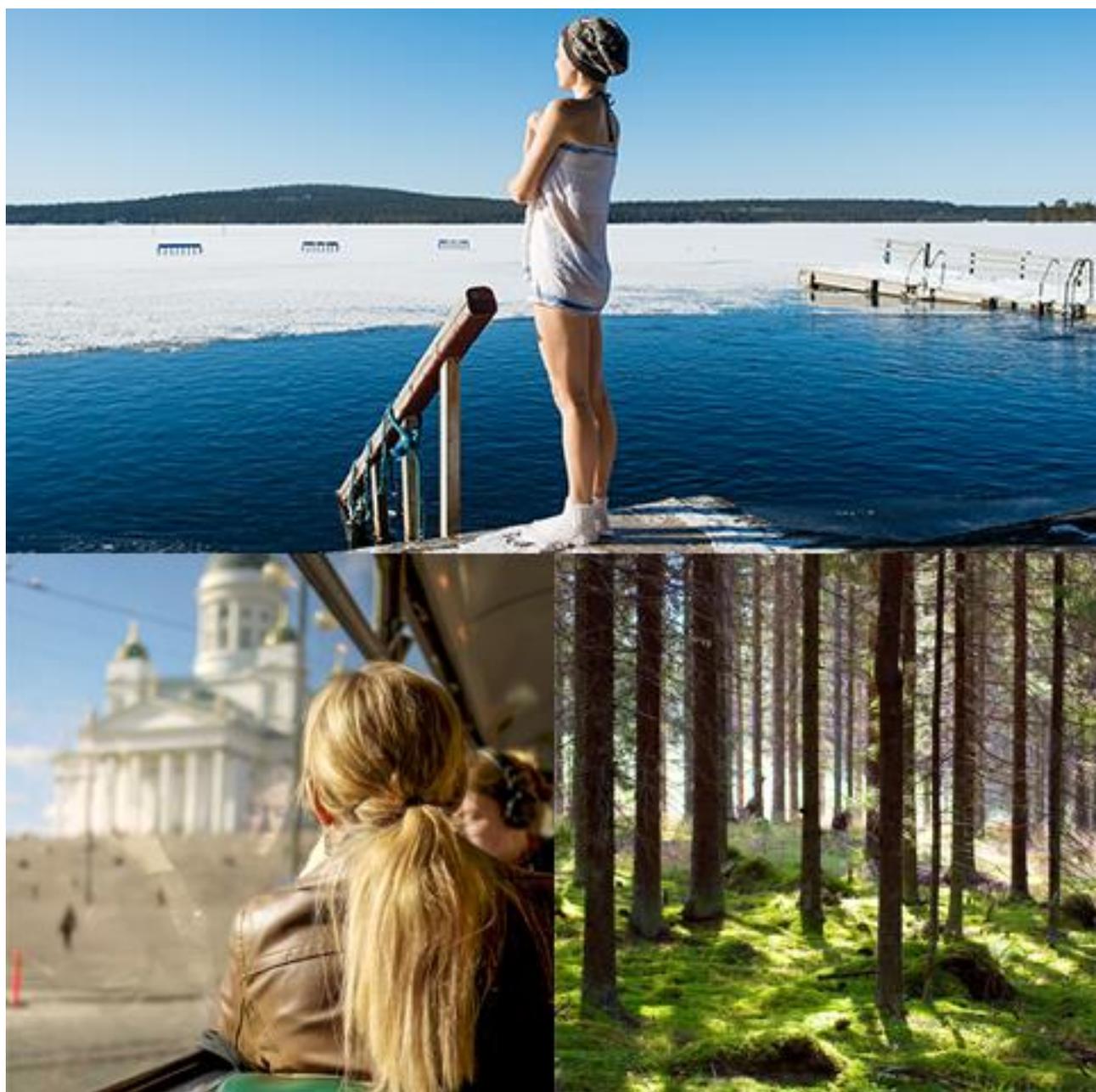


Speakers

18th European Tourism Forum: Digital Transformation as
the Engine of Sustainable Growth for the EU Tourism Sector

9–10 October 2019, Helsinki, Finland



Opening Session	
<p>Mr Paavo Virkkunen Head of Visit Finland Executive Director of Business Finland</p> 	<p>Paavo Virkkunen, currently the Head of Visit Finland and member of the Executive Board / Leadership Team of Business Finland, has worked in senior positions in Airline and Travel Industries. A seasoned professional with experience in strategy, strategic alliances and joint venture, Paavo has focused on executive level Sales, Marketing and Service Product Management, as well as business restructuring at a chain of business travel agencies. He has done international assignments in various countries, and has a M.Sc. (Econ.) degree from Turku School of Economics.</p>
<p>Mr Jari Partanen State Secretary Ministry of Economic Affairs and Employment of Finland</p> 	<p>Jari Partanen was appointed State Secretary to Ministers Katri Kulmuni, (Ministry of Economic Affairs and Employment) and Jari Leppä (Ministry of Agriculture and Forest) in July 2019. Earlier, Jari has worked as State Secretary for Ministers in Prime Minister's Office (2015-2019) and as Secretary General for the Centre Party Parliamentary Group (2007-2015). In addition to this, Partanen has worked as an official representative of Finland in several EU meetings. He holds a Master's Degree in Law from the University of Lapland, Finland.</p>
<p>Ms Elżbieta Bieńkowska Commissioner for Internal Market, Industry, Entrepreneurship and SMEs European Commission</p> 	<p>Elżbieta Bieńkowska is the Commissioner for Internal Market, Industry, Entrepreneurship and SMEs in the European Commission. Between 2007 and 2013, she was the Minister for Regional Development of Poland and from 2013 to 2014, the Deputy Prime Minister and the Minister of Regional Development and Infrastructure of Poland. As the Deputy Prime Minister and the Minister of Infrastructure and Development, she was in charge of the strategic development system of the country, including the effective investment of the European funds. Apart from the European funds, her tasks in the Polish Government included also the management of transport infrastructure (roads, railway, air traffic and ship transport) and issues related to construction and housing. Between 1999 and 2007, she worked for the local government of the Silesia Region in Southern Poland.</p>

<p>Mr István Ujhelyi Vice-Chair of the Transport and Tourism Committee European Parliament</p> 	<p>Istvan Ujhelyi graduated from the Faculty of Law and Political Sciences of the University of Szeged in 2002. He joined the Hungarian Socialist Party (MSZP) in 1993 where he has served in many leading positions. He was State-Secretary in the Ministry of Local Government and Regional Development (2006-2009) and State-Secretary in Prime Minister's Office (2009-2010) and in the Ministry of Local Government and Regional Development. Elected MP in the Hungarian National Assembly from 2002 and Deputy Speaker between 2010-2014. Chair of the National Tourism Committee (2006-2010). After the EP elections in 2014 he became Chair of Tourism Task Force in the TRAN Committee where he served as Vice-Chair. In 2019 he is re-elected as MEP, and Vice-Chair of the TRAN Committee. During the past years, he has initiated tourism related programmes, as EU-China Tourism Year 2018, and European Capital of Tourism project, aka "European Capital of Smart Tourism". In 2018, he was appointed as special ambassador of the UN World Tourism Organisation.</p>
<p>Session 1 Impact of Digital Transformation on the Tourism Sector</p>	
<p>Mr Pekka Sivonen Executive Director of Digital Transformation Business Finland</p> 	<p>Pekka Sivonen is Executive Director of Business Finland, responsible for the Digital Transformation of Finnish Industries. He has 20 years' experience in mobile software and 35 years as entrepreneur. Among others, he is a founder of Digia, a publicly NASDAQ OMX-listed mobile sw-company and co-founder of HealthSPA – ecosystem and IndustryHack, an open innovation accelerator of Industrial Internet. Previously, Pekka worked as Executive in Residence position at Aalto University Center for Entrepreneurship. He is Chair of Finland 2030 Future Committee for Corporate renewal, Chair of national strategy and roadmap on Digital Platform Economy, Member of national AI-workgroup, Member of High Level Advisory Group on Artificial Intelligence HLGAI to the European Commission and Digital transformation expert for World Bank and World Economic Forum (WEF).</p>
<p>Ms Jane Stacey Head of Tourism Unit OECD</p> 	<p>Jane Stacey is Head of the Tourism Unit in the OECD Centre for Entrepreneurship, SMEs, Regions and Cities. She is responsible for the work of the OECD Tourism Committee, and its Working Party on Tourism Statistics. Among other things, Jane is currently leading the preparation of the 2020 edition of the OECD's flagship publication Tourism Trends and Policies. With over 20 years of experience in tourism in public, private and academic sectors, she holds a primary degree in Economics and Political Science and post-graduate qualifications in Tourism Management and Education</p>

<p>Ms Nicole Cutrufo Lecturer – Guest Experience Management Università degli Studi di Roma Tre</p> 	<p>Nicole Cutrufo is a Lecturer of Guest Experience Management at Università degli Studi di Roma Tre and a Manager within the entertainment and hospitality sector. Since 2010, she has collaborated with theme parks and attractions from Walt Disney to Universal Studios. Nicole was part of the Management Team for the opening of Cinecittà World in Rome and subsequently, she was involved in the commercial development of GetYourGuide in Italy, holding the role of Regional Manager. She has recently founded doitwell, an innovative consultancy company specialized in Guest Experience in Orlando, Florida.</p>
<p>Mr Coley Dale Senior Director for Strategic Partnerships Ctrip</p> 	<p>Coley Dale is a Senior Director for Strategic Partnerships with the Ctrip Group. Having worked in Shanghai with Ctrip for 10 years across a variety of functions, he is now based in Barcelona and focuses on work with Skyscanner and broader European opportunities for the group.</p>
<p>Mr Jukka Punamäki Senior Advisor City of Helsinki</p> 	<p>Jukka Punamäki works for the city of Helsinki at the Economic Development department and is in charge of tourism development for the city. With a long history in the tourism industry, he has mainly specialised in regional tourism development. Earlier, Jukka has worked as an Executive Director for a DMO in Lapland, and as a CEO for another DMO at the southernmost point in Finland, Western Uusimaa region. In addition to this, Jukka has worked in global enterprises, such as the British Airways and EF Education First.</p>

<p>Ms Doris Reinisch Owner and Managing Director Hotel Das Reinisch Vienna Airport</p>	<p>Doris Reinisch is a longstanding entrepreneur in the Hospitality Industry with more than 25 years of practical experience in the hotel and restaurant business. She graduated from the Hotel Management School Modul in Vienna, holds an MBA from the Danube University Krems and is owner and CEO of 3 hotels in the Vienna area, which she also successfully operates in the 2nd generation of her family besides being a mother of 5 children. She is also president of the lower Austrian professional hotel association right now and is always actively involved in all kind of developments impacting the hospitality industry in Austria.</p>
<p>Session 2 Cross-innovation Ecosystems and Capacity Building in Tourism</p>	
<p>Mr Sampsa Nissinen Director of Unit Ministry of Economic Affairs and Employment of Finland</p> 	<p>Sampsa Nissinen has worked in various management positions in the public sector for more than 12 years after working in private sector for ten years in research and development. He has specialized in innovation and internationalisation activities at both policy and operational level. Currently, Sampsa is working as Director of Unit at the Innovations and Enterprise Funding Department. He is responsible for sectoral industrial policy including tourism sector and internationalisation of companies. Prior to his current role, he was Director at Business Finland focusing on SMEs in bio and cleantech industries.</p>
<p>Ms Helena Deane Project Manager CAST Westbic</p> 	<p>Helena Deane is an experienced Project Executive with over 20 years of international experience and extensive involvement in project management activities. Helena has been working with start-ups, scale-ups and SMEs in the area of business strategy, scaling, access to finance, internationalisation, R&D and technology transfer for nearly a decade now. She is also very active and engaged in the promotion and development of regional innovation eco-systems and furthering cross-sectoral collaboration, as well as knowledge and best practice replication, with particular interest in open innovation. Her educational background is in European Business Strategic Management and Marketing, having graduated in this field from Universities in Cambridge and Berlin.</p>

<p>Mr José Luis Córdoba Managing Director Andalucía Lab</p> 	<p>José Luis Córdoba performs the functions of Managing Director at both Andalucía Lab and Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A, Andalucía Destination Marketing Organization. José is involved in all activities related to promote a more competitive and sustainable destination, improving the quality and consolidation of tourism in Andalusia.</p>
<p>Ms Lovisa Hedlund Marketing Communications Manager Metro Accelerator</p> 	<p>Lovisa Hedlund is a Marketing Communications Manager with 8+ years of experience in the hospitality industry. Lovisa has been working with startups & scaleups in the areas of business development and communications. She is responsible for marketing communications of METRO's accelerator programs, which focus on working together with startups who are developing digital solutions for the hospitality & retail industries. Her educational background lies in Hospitality Business Management, having graduated from Ecole Hoteliere de Lausanne in Switzerland.</p>
<p>Session 3 Data Management: A Strategic Instrument of the Digital Transformation and Sustainability of Tourism</p>	
<p>Ms Kaisa Kosonen Digital Development Manager Business Finland/Visit Finland</p> 	<p>Kaisa Kosonen has worked in travel industry all her career and has a very versatile experience from working in hotels to cruise liners and car hire to both online and offline travel agencies and incoming operators. She has been with Visit Finland for three years, at first managing project StopOver Finland and then being responsible for the digital development of the industry. Her passion is to make Finland a smart travel destination easy to find, book and experience - and ideally make the sharing of the great experiences easy, too. In addition, Kaisa has put together a great team of experts around the industry to help her in this work.</p>

<p>Mr Peik Martin Director Sales & Digital TUI in the Nordics</p> 	<p>Peik Martin recently took on the role as Director Sales & Digital for the overall Nordic TUI business. His teams focus on combining data analytics and web experiences for a diverse Nordic consumer landscape. He started at TUI's former Finnish subsidiary Finnmatkat as General Manager from 2008 to 2012. Throughout his career, he has been also responsible for Business Platforms as CIO of TUI Group and has served as CIO for Northern Europe, bringing with him a wealth of experience in technology-transformation and a great Nordic travel business understanding.</p>
<p>Ms Virginie Carton Deputy Director ONLYLYON Tourism and Conventions</p> 	<p>Virginie Carton, a graduate of emlyon business school, found her way into the non-profit and parapublic sector following a formative experience at Accenture. With a firm belief that innovation, creativity, skills and performance also go hand in hand with non-profit, she is proud and delighted to contribute to the growth of tourism in Lyon. She is convinced that men and women are the most precious resource of organisations, and likes to welcome and support her teams, and see them grow. She sees the arrival of changes as opportunities, which is exactly what fascinates and excites her about digitalisation. While she is 100% ONLYLYON, she does admit to having a major weakness for South America.</p>
<p>Ms Katarina Wakonen Manager in Research, BI, MI & Opportunities Business Finland/Visit Finland</p> 	<p>Katarina Wakonen joined Visit Finland in 2011, and has been Research Manager for the Business Intelligence services at Business Finland's unit, Visit Finland for five years now. Katarina has a versatile experience in the private sector, ranging from international market research to media business and travel industry. Enthusiastic about finding new ways to collaborate with tourism industry and partners, especially in data management, she values international co-operation. Katarina enjoys working in cross-sectoral teams, facing challenges and finding solutions. Her educational background is in Social Sciences.</p>

<p>Mr Simon Gros Chair of European Technology and Travel Services Association</p> 	<p>Simon Gros serves as Chief Development Officer for Travelport, responsible for Corporate Strategy, Enterprise Transformation, and M&A. Simon joined the company in 2008 after serving for six years at the U.S. Department of Transportation, culminating as the Senate-confirmed Assistant Secretary for Intergovernmental Affairs. Prior to USDOT, he held a variety of positions in Washington, DC, including working for Congress. Simon holds a BA from the University of Maryland and a JD from George Mason University. He lives in London with his wife and two boys.</p>
<p>Mr Carsten Olsson Head of Unit EUROSTAT</p> 	<p>Carsten Olsson has a background in the intersection between software and statistics (MSc) with a PhD in statistics. After some years in the private sector, he joined the European Commission in 1993. He took up his first post with Eurostat in the field of consumer prices in 1997. Subsequently, he has been involved in statistics on unemployment, government finances, macro-economic indicators, R&D, Innovation, and ICT statistics. Currently, he is Head of Unit of European Businesses, covering also tourism statistics.</p>
<p>Closing Session</p>	
<p>Ms Anna Athanasopoulou Head of Tourism, Emerging and Creative Industries European Commission</p> 	<p>Anna Athanasopoulou is Head of Tourism, Emerging and Creative Industries at the European Commission. An EU official since 2002, she held various posts relating to culture and media, creative industries and external relations, including Deputy Head of Creative Europe, Assistant to the Deputy Director-General at DG Education and Culture, Member of Cabinet of European Commissioner Androulla Vassiliou, and served at the EU Council Office in Geneva with responsibilities in human rights and humanitarian affairs. Before joining the EU civil service, Anna worked as Adviser to the Minister of Culture in Greece (2000-2001) and Director of Programme Planning for the 2004 Cultural Olympiad. In parallel, she lectured on History of Art and Cultural Management. Anna studied Archaeology and History of Art at the Aristotelian University of Thessaloniki and holds a Master of Arts from the George Washington University and a Ph.D from the Courtauld Institute of Art.</p>

Ms Ilona Lundström

Director General
Ministry of Economic Affairs and
Employment of Finland



Ilona Lundström is the Head of Innovation and Enterprise Financing Department at Ministry of Economic Affairs and Employment of Finland. She is responsible for national innovation and industry policy and its implementation. Ilona holds over 15 years of experience in innovation and research gained through funding, evaluating and performing R&D and innovation projects. An expert in digitalisation, leadership and strategies for growth and renewal, she has worked as Executive Director at Tekes, the Finnish Funding Agency for Innovation (currently Business Finland). Before joining Tekes in 2007, she worked in various positions at the Association of Finnish Local and Regional Authorities. Lundström received her Ph.D. in Administrative Sciences at Tampere University School of Management.