

# H&T INNOVA

## INNOVATION FORUM

**Monday 7 February 2022**

**From 09:30 h.** Main Hall

**Accreditation**

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**11:00 – 11:45 h. Opening act of H&T**

**Auditorium 1**

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**12:00 – 12:50 h. Automation and data in the hospitality industry**

Moderate: **José Luis Córdoba.** Director at **Andalucía Lab**

- **Ernesto de la Rubia.** CEO at **Dreamed Solutions**
- **Nacho Puig.** COO at **Clientify**
- **Juan Manuel Martín.** Marketing Manager at **Cibersuite y wifi.pro**

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**12:55 –14:05 h. Innovation and technology: Keys to growth in the hospitality sector**

Moderate: **Rodrigo Domínguez.** Director of **Barra de ideas**

- **Sergio Osona.** Director General at **Deliverect** (Iberia)
- **David Martínez.** CEO at **Makro**
- **Joan Muñoz.** Head of Sales Spain at **Sunday**
- **Diego Olmedilla.** CEO at Federation of Associations of Chefs and Pastry Chefs in Spain (**Facyre**) and **Aplus Gastromarketing**
- **Cristina Caña.** Project Manager de Transformación Digital en **Damm**



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**15:00 – 15:55 h. The future of the tourism sector: Sustainable innovation and experiences**

"Tomorrow's tourism must be inclusive and sustainable and must embrace local values", Secretary General of the World Tourism Organization (UNWTO), Zurab Pololikashvili. Sustainability has been positioned as one of the strategic axes of the tourism sector, with the understanding that innovation and digitalization of tourism must go hand in hand with the development of practices committed to the Sustainable Development Goals (SDGs) and, of course, to the customer.

Moderate: **Natalia Bayona.** Director of Innovation, Education and Investments at World Tourism Organization (**UNWTO**)

- **Manuel Alejandro Cardenete.** Vice Councilor of the **Department of Tourism, Regeneration, Justice and Local Administration of the Regional Government of Andalusia** and president of **Necstour** (European Regions for Competitive and Sustainable Tourism)
- **José María de Juan Alonso.** Vice-president of **EARTH** (European Alliance for Responsible Tourism and Hospitality)
- **Alberto Fernández.** Manager in External Relations y SRC at **Ecoembes**

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**16:00 – 16:55 h. Public Administrations: Gastronomic and Territorial Promotion.**

Gastronomy and, therefore, gastronomic tourism, has positioned itself in recent years as one of the main sectors in the generation of wealth and employment in the territories. Public administrations will present how they have adapted to these demands, overcoming the challenge of identifying the gastronomic culture with the territory, counting on gastronomic promotion strategies, experiences and actions and the promotion of the consumption of KMO products.

Moderate: **Pedro Barrionuevo**. Touristic Development Director at **Turismo y Planificación Costa del Sol**

- **Carolina Casado**. Head of the Tourism Promotion Office of the Digital Transformation and Tourism Area of the **Provincial Council of Badajoz**
- **Jesús María Sendino**. Deputy for Cooperation and Development: Trade, Consumer Affairs and Rural Employment of the **Provincial Council of Burgos**
- **Pedro Bruno**. Deputy of Agriculture, Livestock, Environment and Climate Change of the **Principal Council of Jaén**
- **María Luisa Cruz**. Deputy Delegate for Food Promotion at **Provincial Council of Almería**

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**17:00 – 17:55 h. Integrated destination management: initiatives, promotion and new traveller profiles.** The professionals sharing space in this thematic panel will analyze tourism promotion initiatives, the boom in demand in rural destinations and new travel formats aimed at reducing costs, with the objective of adapting to the new profile of the "hyper-connected" traveler.

Moderate: **Natalia Ros Bárbara**. Founder at **Forum Business Travel**

- **Eduardo Medina**. CEO and Co-founder of **Activacar Mobility**
- **Daniel Nieto**. Vice president Government Engagement at **Mastercard**
- **Edouard du Coudray**. International Partnerships Manager of **Associazione Startup Turismo (Italy)**
- **José Abad**. Co-Founder and Chief Happiness Officer at **The Nómadapp**
- **Felix Martínez**. COO at **CISNEA**

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**18:00 – 18:25 h. The impact of digitalisation on the hospitality industry**

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- **Jaime Baselga.** Digital Sales Manager at **Makro**
- **Andrea Díaz.** Digital Solutions at **Makro**

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### 18:30 – 18:55 h. Elevator Pitch H&T Awards

#### "Best sustainable and committed with the SDG solution"

- **Ignacio Manuel Barbulo.** Regional Director of South Hostelery at **San Miguel**

#### "Best innovative solution for the hotel and hospitality industry"

- **Sergio Osona.** General Manager at **Deliverect**

#### "Best innovative solution in gastronomy"

- **Juan Manuel Moreno.** Secretary of the **Regulatory Council DDOO Malaga Vinarama**

#### "Best innovative product for the hospitality industry developed by a Startup"

- **José González.** CEO at **Pilarbox**

#### "Special mention to the innovative and disruptive tourism reference trajectory in Andalusia"

- **Isabel Pons.** CMO at **Soho Boutique Hoteles**

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## INNOVATION FORUM

### Tuesday 8 February 2022

From **09:30 h.** Main Hall

Accreditation

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**10:00 – 12:55 h. I Scientific meeting of gastronomy, knowledge and tourism.** University of Malaga **UMA**



**10:00 – 10:45 h. Opening conference. The dialogue between gastronomy and science: From the birth of molecular gastronomy to Ferran Adriá's conceptualization of the culinary world**

- **Màrius Rubiralta i Alcañiz.** Professor of Organic Chemistry at the Faculty of Pharmacy and Food Sciences of the **University of Barcelona**

**10:55 – 11:55 h. Discussion panel: Food and Health in Hospitality and Tourism: Debate with J.M. Mulet**

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- **José Miguel Mulet Salort.** Professor of Biotechnology at the Superior Technical School of Agricultural and Environmental Engineering of the Polytechnic **University of Valencia**
- **Beatriz Martínez Poveda.** Professor of the Department of Molecular Biology and Biochemistry of the **Faculty of Science and the Faculty of Tourism of the University of Malaga.** Institute of Biomedical Research (IBIMA) CIBER of Cardiovascular Disease (ISCIII)
- **Nuria García-Agua Soler.** Associate Professor of the Department of Pharmacology of the **Faculty of Medicine and Faculty of Tourism of the University of Malaga**

## 12:00 – 12:55 h. Closing Conference: Gastronomy and Knowledge from a Global Food System Approach

- **Yvonne Colomer.** European PhD in industrial organization systems from the **Institut National Polytechnique de Lorraine, Nancy - France.** Associate Professor at the **Polytechnic University of Catalonia.** Executive Director of the **Triptolemos Foundation**

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## 13:00 – 14:00 h. Projects, products and services presentations

13:00 h. How to ensure the new hand hygiene standard in the foodservice industry?

- **Christian Andersen.** Iberia South Manager de **Tork**



13:15 h. Do you want to save on your taxes? Impuestalia is the answer

- **Fernando Díez.** Director of Grandes Cuentas at **Impuestalia**



13:30 h. Taste your rural experience

- **Marta Jiménez.** CO-Founder and CEO at **Rural shopper**



13:45 h. How to Create a Unified Tourism Experience: Connecting City, Business and People

- **Sergio López.** CEO at **Unblock**



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## 15:00 – 16:10 h. Smart hotel management and sustainability: building the future on competitiveness



Moderate: **Manuel Molina.** Editor of **Hosteltur**

- **Josué García.** Data Scientist especializad in People Analytics and Digital Transformation in Hospitality and CEO at **Nivimu**
- **Marta Marcos.** Information Technology and Systems Senior Vice President at **NH Hotel Group**
- **Fernando Fernández.** Vice-President of Development of **Apple Leisure Group**
- **Victor Tofán.** Hotel and Strategic Sales Executive EMEA at **Cloudbeds**
- **Inés Rodríguez.** Country Manager – Spain of **Digitalguest**

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**16:15 – 16:55 h. Challenge: Smart and Sustainable Hotel Prototype 2030.** Tourism Data Driven Solutions **TDDS**



Moderator: **Antonio López de Ávila**. CEO at Tourism Data Solutions (TDDS)

- **Juan Carlos López**. Corporate Controller at **Soho Boutique Hotels**
- **Agustin Román**. Business Development Director at **Forwardkeys**

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**17:00 – 17:10 h. The technology challenges in the HORECA and its Omnichannel**



- **Lionel Perrin**. Director General España de **Lundi Matin**

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**17:15 – 17:55 h. TOP F&B strategies for profitability, positioning and progress. Club Food & Beverage**



Moderator: **Antonio Lloréns**. F&B Manager at **Meliá Hotels International**

- **Pepe Macías**. Corporate Beverages. Operations EMEA at **Iberostar Group**. Founder Member at **Club Top F&B**
- **Carlos Molina**. F&B corporate Manager of **Macià Hoteles**
- **Daniel Giganto**. Operations Manager at **Grupo Vamuca**

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**18:00 – 18:55 h. The awakening of Tourism.** Members of the Advisory Board of the Peñarroya Chair of the Costa del Sol Tourism – **San Telmo Business School**



Moderator: **Antonio Picamill**. Executive Director of Senior Management Programmes and Director of the Tourism chair **San Telmo Business School**

- **Marifrançis Peñarroya**. Advisor and partner of **Grupo Peñarroya**. Director General of **Holiday World**, hotel division of **Grupo Peñarroya**
  - **José Antonio Farfán**. Partner of **Deloitte**, responsible for the **THS (Transportation, Hospitality and Tourism) sector of Deloitte** in the South zone
  - **Javier Cabezas**. Responsible at **Caixabank Hotels&Tourism Andalucía Oriental**
  - **María Herrero**. Co-founder at **B bou Hotels & Events**
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## INNOVATION FORUM

**Wednesday 9 February 2022**

**From 09:30 h.** Main Hall

**Accreditation**

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**10:00 – 10:55 h. New applications in the field of hotel technology.** Hotel Technology Institute **ITH**. From hotel technology experts, we will discover how process automation, network and systems integration and the implementation of new management systems help the hotel industry to improve the guest experience, as well as the efficiency and competitiveness of the business



Moderate: **Alvaro Carrillo de Albornoz**. General Director of the Hotel Technology Institute (ITH)

- **Ildefonso Moyano**. Vice President of Customer Excellence de **MEWS**
- **Jesús Pérez**. Sales Director at **ROBOTBAS**
- **Daniel Just**. Hospitality Business Director at **CERIUM**
- **Paquita Álvarez**. Product Manager at **Eisi Soft**

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**11:00 – 11:55 h. Balance sheet and tourism state through the experiences of CEOs from the sector** Hotel Technology Institute **ITH**. In this debate we will share, from the experience of renowned directors of hotel chains, their vision of the current situation of the tourism sector, as well as their perspectives and expansion plans for the future



Moderate: **Javier García Cuenca**. Presidente de **ITH**

- **Iker Llano**. CEO at **Hoteles Intur**
- **José Luque**. Chief Executive Officer and Board Member at **Fuerte Hoteles** and president of the Asociación de Empresarios Hoteleros Costa del Sol (**AEHCOS**)
- **Juan Carlos Sanjuan**. President and CEO at **Casual Hoteles**
- **Carlos Martínez**. Manager of **Paradores de Turismo de España**
- **José Carlos Escribano**. CEO at **ML Hoteles**

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**12:00 – 12:30 h. Projects, products and services presentations**

**12:00 h. Technology and innovation are the leverage for travel and lodging revival**

- **Victor Tofán**. Market manager at **Cloudbeds**



**12:15 h. Digitalization in the hotel industry. From a basic directory to a powerful Guest Experience tool**

- **Inés Rodríguez**. Country Manager – Spain of **DigitalGuest**



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**12:35 – 13:30 h. Tourism Clusters: A new international development strategy.** Tourism Clusters became the best facilitating tool for international collaboration based on relationships of mutual trust. Access to resources, processes,





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technologies and global markets is a major challenge for the tourism sector, working to create alliances to facilitate the support and services needed to ensure the competitiveness of the sector.

Moderate: **Alex Che.** General Manager at **Málaga es Mundial**

- **Pedro Villanueva.** President of the Tourism Sustainability Cluster of Aragón (**TSAC**)
- **Dafne Sgarra.** Junior Project Manager of **Venetian Cluster** (*Italy*)
- **Teodora Jilkova.** International relations, project and events management and consulting de **Veritas Cluster** and CEO of the **Convention Bureau** (*Bulgaria*)
- **Manuela Milica Graf.** Kluster Puteca Kulture (*Serbia*)

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## 13:35 - 14:25 h. Tourism as a socioeconomic driving force - Tourism Board Association

Keynote: **Juan Molas.** President at **Tourism Board Association** (*TBC*)

Moderate: **Carlos Abella.** General Secretary at **Tourism Board Association**

- **Margarita del Cid.** First vice-president at **Provincial Council of Málaga** in the president area
- **Marifrançis Peñarroya.** Advisor and partner of **Grupo Peñarroya.** Director General of **Holiday World**, hotel division of **Grupo Peñarroya** (*TBC*)

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## 14:30 h. Innovation Forum Closing

- **Javier Frutos.** President of the Organizing Committee of the Hospitality Innovation Forum **H&T**