



Monday 03 February

Tuesday 04 February

Wednesday 05 February

12:00pm Presentation of Destino Andalucía to the delegation of international buyers and journalists

A complete vision of Andalusia as a benchmark tourist destination. This session aims to highlight and explore the region's cultural wealth, historical heritage and exquisite gastronomy, a reflection of its diversity and excellence. The balance between its luxury tourism offer and sustainable development will be highlighted, highlighting initiatives that seek to preserve the authenticity of the destination. In addition, investment opportunities in the sector and emerging trends that are transforming the industry in a context where infrastructure and connectivity play a key role for its future will be analysed.

Speaker: Adrián Gómez Sola *CIO Tourism and Sport of Andalusia*

1:00pm Investment Session

This initiative is designed to support Andalusian tourism SMEs in identifying investment and growth opportunities. To this end, they will receive exclusive advice from experts in investment and business development, who, through a practical and constructive approach, will share key information on access to financing, public funds, private investment and sustainable business models. Participants will be able to resolve doubts and explore innovative tools that will enable them to strengthen their competitiveness and ensure sustained growth in a constantly evolving sector.

Speaker: Cristóbal Caballero *CEO of Ontur*
In collaboration with Málaga Tech Association

4:30pm International Think Tank

Working session with leading international experts from the hospitality and tourism sector aimed at Andalusian SMEs. Access to exclusive insights on trends, strategies and best practices that will allow them to learn first-hand about the dynamics of the international market, identify growth opportunities and strengthen their competitiveness in a global environment.

Speaker: Daniel Muñoz *Owner SMART FOODS (NY- USA)*

5:30pm Investment Session

This initiative is designed to support Andalusian tourism SMEs in identifying investment and growth opportunities. To this end, they will receive exclusive advice from experts in investment and business development, who, through a practical and constructive approach, will share key information on access to financing, public funds, private investment and sustainable business models. Participants will be able to resolve doubts and explore innovative tools that will enable them to strengthen their competitiveness and ensure sustained growth in a constantly evolving sector.

Speaker: Noemí Carbonero *CEO of AMALia*

Sponsored by:



Monday 03 February

Tuesday 04 February

Wednesday 05 February

11:00am Ready to Export

An initiative to promote the internationalisation of Andalusian companies, providing them with key information on strategic markets, global trends and opportunities for expansion. Its main objective is to provide the tools for participating entities to identify new avenues for growth, strengthen their presence abroad and successfully face the challenges of international competitiveness.

Speaker: Daniel Muñoz Owner SMART FOODS (NY-USA)

12:00pm Reverse Pitch Investment

The essential keys to presenting a project in an attractive way for investors will be shared. Unlike the traditional pitch, where companies seek to attract funding, in the Reverse Pitch Investment it will be the investors themselves who will explain what they are looking for in a project, what factors they consider key to decision-making and how to structure a proposal to maximise the chances of success. A unique opportunity to adjust strategies, understand the investor's perspective and capture their interest effectively.

Speaker: **Tom Horsey** Business Angel, Eoniq Fund

4:30pm Circular Economy LAB

Practical workshop to help Andalusian tourism SMEs to incorporate circular economy principles into their business models. Solutions such as waste reduction, recycling and reuse of materials will be explored, thus promoting a more efficient and sustainable management. Participants will learn about strategies and tools that allow them to optimise resources, minimise their environmental impact and improve their competitiveness in a market that is increasingly oriented towards sustainability.

Speaker: **Miguel Ángel Almendral** Operations Director of InSinkErator Spain, Ocyr Group

Sponsored by:



Monday 03 February

Tuesday 04 February

Wednesday 05 February

11:00am Investment Session

This initiative is designed to support Andalusian tourism SMEs in identifying investment and growth opportunities. To this end, they will receive exclusive advice from experts in investment and business development, who, through a practical and constructive approach, will share key information on access to financing, public funds, private investment and sustainable business models. Participants will be able to resolve doubts and explore innovative tools that will enable them to strengthen their competitiveness and ensure sustained growth in a constantly evolving sector.

Speaker: Gonzalo Pérez *CEO of Wetako*

In collaboration with Málaga Tech Association

12:00pm International Think Tank

Working session with leading international experts from the hospitality and tourism sector aimed at Andalusian SMEs. Access to exclusive insights on trends, strategies and best practices that will allow them to learn first-hand about the dynamics of the international market, identify growth opportunities and strengthen their competitiveness in a global environment.

Speaker: Daniel Muñoz *Owner SMART FOODS (NY- USA)*

1:00pm Circular Economy LAB

Practical workshop to help Andalusian tourism SMEs to incorporate circular economy principles into their business models. Solutions such as waste reduction, recycling and reuse of materials will be explored, thus promoting a more efficient and sustainable management. Participants will learn about strategies and tools that allow them to optimise resources, minimise their environmental impact and improve their competitiveness in a market that is increasingly oriented towards sustainability.

Speaker: Antonio Márquez CEO and Rafa Navarrete *CEOs Kapikúa Strategy and Communication*