

## **MASTER CLASSES – 23<sup>rd</sup> November 2023, Hilton**

### **MASTER CLASS 1: CLEANER MOBILITY – BUMPY ROAD AHEAD?**

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**Registration 1515hrs, 1530hrs Starting – 1700hrs Concluding.**

In an increasingly environmentally conscious world, green transportation and cleaner mobility have become pivotal components in our efforts to meet climate goals. Evolving emission targets, changing social behaviors, and technological advancements are poised to revolutionize the way we travel and our current mobility system. In addition to encouraging greater use of public transportation and altering travel practices, established manufacturers and industries are contemplating substantial changes to the products they introduce. The exploration of sustainable transportation doesn't merely signify a greener future; it also signifies cleaner air, reduced emissions, and a more sustainable planet. This MASTER CLASS delves into the profound importance of green transport in shaping a brighter tomorrow, with a specific focus on its impact on the tourism, travel, and hospitality sectors.

**Opening Remarks, Josianne Cutajar MEP - Malta**

**Moderated by Stephan Piazza, Zampa Debattista, Head of Legal, Malta**

- **David Curmi**, Executive Chairman Airmalta – Malta
- **Attila Benedek**, EU Transport Policy Expert - Hungary
- **Dr Suzanne Maas**, Project Manager & Researcher, EIT Urban Mobility RIS Hub Malta
- **Transport Malta** (to be confirmed)
- **Mike Jordanou**, WSP / Independent Consultant- UK

## **MASTER CLASS 2: NEW MARKETS FOR IMPROVED SALES OPPORTUNITIES**

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**Registration 1515hrs, 1530hrs Starting – 1700hrs Concluding.**

Embark on a transformative journey in the world of hospitality with our exclusive Master Class, where you'll master the art of expanding sales by venturing into uncharted markets for hotels and restaurants. This immersive program is meticulously designed for industry leaders, seasoned professionals, and visionary entrepreneurs, providing them with cutting-edge strategies and insights to unlock untapped revenue streams. Learn how to analyze market dynamics, harness the power of data-driven decision-making, and navigate the complexities of entering new markets effectively. You'll delve into global market trends, tailor your offerings, and create a unique competitive edge, all while ensuring cultural sensitivity and guest satisfaction. This Master Class empowers you to revolutionize your hospitality business, breaking new ground and maximizing sales in the ever-evolving landscape of the hotel and restaurant industry. Don't miss this opportunity to redefine your path to success.

**Opening Remarks, Leslie Vella, Deputy CEO and Chief Officer Strategic Development, Malta Tourism Authority Chairman - Malta**

**Moderated by Michael Zarb; Director, Financial Advisory, Deloitte – Malta**

- **Daniel Esperaz**; Religious Tourism Consultant, Spain
- **Hasan Eker**; Vice-President Association of Turkish Travel Agencies (TURSAB), Turkey
- **Lola una Cardenas**, Senior Advisor Public Affairs & Government Relations, Spain
- **Profs Maria Gravari-Barbas**, coordinator of the UNESCO Chair “Tourism, Culture, Development” of Paris 1 – Sorbonne University - France
- **Pietro Angelini**, CEO, Navigo Toscana - Italy

## **MASTER CLASS 3: NAVIGATING THE INVESTMENT TERRAIN: TRENDS IN HOTEL DEVELOPMENT & MANAGEMENT COSTS**

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**Registration 1515hrs, 1530hrs Starting – 1700hrs Concluding.**

The Mediterranean hospitality industry is witnessing a surge in room development, but it faces challenges due to rising borrowing costs and operational expenses. This MASTER CLASS offers strategies for investors and developers to optimize project returns. It highlights emerging trends, such as a focus on sustainability, eco-friendly practices, and innovative designs. Changes in hotel layouts and interior designs feature eco-conscious elements, smart technology, co-working spaces, wellness amenities, and efficiency. The class also explores the evolving investment landscape in the Mediterranean hospitality sector. It's designed for seasoned investors, developers, hoteliers, or anyone interested in the dynamic and sustainable workings of the industry.

**Opening Remarks, Dr Gavin Gulia, Malta Tourism Authority Chairman - Malta**

**Moderated by Kris Bartolo; Zampa Debattista, Partner, Malta**

- **Profs Alexandros Paraskevas**, University of West London - UK
- **Ezio Poinelli**, Senior Director Southern Europe, Athens/Milano, HVS - Italy
- **Profs Maria Del Pilar Talon Ballestero**, Universidad Rey Juan Carlos, Madrid - Spain
- **Barbara Avdis**, Partner & Board Vice President Historic Hotels of Europe - Greece
- **BOV**

## **MASTER CLASS 4: ON STAGE – LESSONS LEARNED IN MANAGING PEOPLE FROM REAL LIFE ADVENTURES AND MISHAPS IN THE HOSPITALITY INDUSTRY**

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**Registration 1515hrs, 1530hrs Starting – 1700hrs Concluding.**

The MASTER CLASS in hospitality development focuses on the art of recruiting, training, and managing people to create exceptional guest experiences. While classroom education is crucial, the wisdom of experienced experts takes precedence. Seasoned professionals will share their success secrets, emphasizing a comprehensive approach that enhances productivity and adaptability through digital technology and organizational redesign. The class addresses key questions like talent attraction and retention, technology's role in employee well-being, and creating a balanced work environment. It aims to empower hospitality managers to prioritize human skills in an era of intelligent technology and constant change, fostering competitiveness and growth in the industry.

**Opening Remarks, George Micallef, Deputy President Malta Hotels and Restaurants Association, Malta**

**Moderated by Sehnaz Cehreli, Luxury Tourism Consultant, Turkey**

- **Chris Fraden**, Vice President, Partner Services – EMEA & APAC at Forbes Travel Guide - UK
- **Michael Warrington**, CEO, AX Group - Malta
- **Jareth Grima**, Prevention Services Manager, Sedqa - Malta
- **Carin-Isabel Knoop**, Executive Director at Harvard Business School - USA
- **Susanna Harkonen**, CEO and Founder of Inner Work - Finland

## **MASTER CLASS 5: Mediterranean LIFE - PITCHING SESSION FOR NEW IDEAS**

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**Registration 1515hrs, 1530hrs Starting – 1700hrs Concluding.**

The MASTER CLASS event focuses on 'Mediterranean Life,' with a spotlight on sustainable hospitality, travel, and authentic Mediterranean experiences. It showcases three innovative presentations offering holistic solutions to enhance and promote the Mediterranean way of life. With a facilitator and expert judges, attendees will help identify promising ideas that address future trends and challenges. The event emphasizes collective dialogue as the source of impactful solutions, offering actionable insights for pressing questions. It's a unique opportunity to contribute to shaping a more sustainable and fulfilling Mediterranean lifestyle. By participating, you'll be part of a dynamic pitching event aiming to create positive change in the Mediterranean region's way of life.

**Opening Remarks: Anthony Gatt, Permanent Secretary Ministry of Tourism, Malta**

**Moderated by Prathish Nair, Transcend Branding, Chief Brand Architect – India**

- **Kushal Raju – FIT FOR LIFE, MEDITERRANEAN FOOD & LIFESTYLE, Germany**
- **Philip Cortis – LINKUP, SUSTAINABLE, FAIR AND INFORMATIVE TOURIST TAXI SERVICE**
- **Vladislav Yakovlev – Mare Nostrum, The first International Mediterranean Music Festival for Young Performers**

### **Panel of Judges**

- **Peter Oszko**, businessman, venture capitalist and former Minister of Finance (Hungary)
- **Jayanth Kolla**, Founder, Convergence Catalyst (India)
- **Profs Carlos Costa**, University of Aveiro (Portugal)
- **Philokypros Roussounides**, Director General Cyprus Hotel Association (Cyprus)
- **Prof Antonio Curnis**, Electrophysiologist, MD is an Associate Professor at The Spedali Civili Hospital, University of Brescia, Brescia, (Italy)

## **MASTER CLASS 6: WINE AND GASTRONOMY AS A LEADING DRIVER FOR A QUALITY RESTAURANT EXPERIENCE**

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**Registration 1515hrs, 1530hrs Starting – 1700hrs Concluding.**

With such a broad scope of activities, our restaurants go far beyond providing entertainment and pleasing our palates. Indeed, wine and gastronomy is a pathway to meaningful experiences that people do not usually participate in daily but are willing to do so when travelling or when going to local restaurants to relax or to celebrate a special occasion. These experiences have a lasting positive effect because most people seek to incorporate these learnings into their own lives. Furthermore, the uniqueness of regional food and wine culture and the destination's biodiversity can intensify the connection between people and food and generate a lasting and remarkable memory for the tourist. This Master Class will bring together international wine and food experts who will specifically address the needs of restaurants owners and chefs by not only sharing with them the latest trends in this field but also explaining how to elevate the restaurant experience through better presentation of food and wines.

**Opening Remarks, Kevin Fsadni of Product Development, Malta Tourism Authority (Malta)**

**Moderated by Sam-Eric Ruttmann, Hotelier, (Finland)**

- **Marina Selak**, Olive Oil Sommelier and sensor Analytic (Croatia)
- **Chef Ebru Baybara Demir**, Recipient of the prestigious Basque Culinary World Prize 2023 (Turkey)
- **Chef Mario Mandalinic**, Chef that made Forbes 30 Under 30 Europe – Art & Culture section in 2021, (Croatia)
- **Carmelo Pagano**, Sicilia Da Gustare (Italy)
- **Aarion Rizzo**, Senior Lecturer ITS (Malta)