



2nd TOURISM CONFERENCE

MONDAY
MARCH 27
2017

CONFERENCE CENTER
"I. VELLIDIS"
THESSALONIKI

HIGH ADDED VALUE TOURISM



5 C H A M B E R S



ΕΛΛΗΝΟ-ΑΜΕΡΙΚΑΝΙΚΟ ΕΜΠΟΡΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ
AMERICAN HELLENIC CHAMBER OF COMMERCE



ΕΛΛΗΝΟ-ΒΡΕΤΑΝΙΚΟ ΕΜΠΟΡΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ
BRITISH HELLENIC CHAMBER OF COMMERCE



ΕΛΛΗΝΟ-ΓΑΛΛΙΚΟ ΕΜΠΟΡΙΚΟ & ΒΙΟΜΗΧΑΝΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ
CHAMBRE DE COMMERCE & D'INDUSTRIE FRANCE GRECE



ΕΛΛΗΝΟ-ΓΕΡΜΑΝΙΚΟ ΕΜΠΟΡΙΚΟ & ΒΙΟΜΗΧΑΝΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ
DEUTSCH-GRIECHISCHE INDUSTRIE- UND HANDELSKAMMER



ΕΛΛΗΝΟ-ΙΤΑΛΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ ΘΕΣΣΑΛΟΝΙΚΗΣ
CAMERA DI COMMERCIO ITALO-ELLENICA DI SALONICCO

HIGH ADDED VALUE TOURISM



14:30 – 15:00

Registration - Coffee

15:00 – 15:10

Opening Remarks



SIMOS ANASTASOPOULOS

President, American-Hellenic Chamber of Commerce - representing the 5 bilateral Chambers



APOSTOLOS TZITZIKOSTAS

Governor, Region of Central Macedonia

15:10 – 16:10

Panel I: Quality Tourism: upgrading the total destination experience



ANGELOS VLACHOS

Member of the Boards of Directors, Hellenic Republic Asset Development Fund & Thessaloniki Port Authority



IOANNA PAPADOPOULOU

Communications & Marketing Director, Athens International Airport



CHRISTOS CHRISTOU

Operations Manager, Aktor Facility Management



ELFI VEKILOGLOU

Vice President, White Water West

STAVROS DALIAKAS

Commercial Director, Ellinair



MODERATOR: ANDREAS STYLIANOPOULOS

President & CEO, Navigator Travel and Tourist Services

16:10 – 17:00

Panel II: Beyond “Sun and Sea”: health and well-being tourism



PARIS KOKOROTSIKOS

General Secretary, Elitour - Greek Medical Tourism Council



LIANE JORDAN

Director Quality Trails and Quality Regions, German Ramblers Association



ZACHARIAS KAPLANIDIS

Founding Member & General Secretary, Hellenic Federation for Health Tourism



ALEXIA CHATZIPARASIDOU

Clinical Embryologist, Laboratory Director, Embryolab



ANDREAS RAGOTIS

Deputy General Manager, Miraggio Thermal Spa Resort



MODERATOR: AIMILIOS TSAROUCAS

Journalist – Radio/TV Producer, FM100

Coffee Break

17:00 – 17:30

HIGH ADDED VALUE TOURISM



17:30 – 18:20

Panel III: Technology and Tourism: an inseparable relation



DIMITRIS KOSSYFAS

Head of Travel, Google Greece



NIKOS KABANOPOULOS

Regional Manager Greece, Cyprus and Bulgaria, Visa Europe



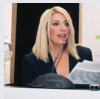
TASSOS KINALIS

Area Manager, Market Management Greece, Expedia Lodging Partner Services



IOANNIS KOSTOPOULOS

Co-Founder & CEO, Sammyacht



MODERATOR: RALLIO LEPIDOU

Journalist - Creator, www.ka-business.gr

18:20 – 19:00

Panel IV: Modern Tourism Industry Challenges



BILL DEMAKAKOS

Director, Management Consulting, KPMG



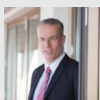
KONSTANTINOS CHRISTODOULOU

Senior Director, Small Business Banking, Piraeus Bank



ROZA ANTHI ATHANASIOU

Head of Customer Service, Network Support & Communication, Business Banking, Eurobank



ANESTIS ANASTASIOU

Coordinator of Tourism Programs, ACT - American College of Thessaloniki

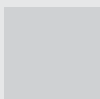


MODERATOR: GREGORIOS TASIOS

President, Halkidiki Tourism Organization

19:00 – 19:15

Speech



OLGA KEFALOGIANNI

Member of Parliament, New Democracy

19:15 – 19:40

Closing Remarks Introduction



CHRISTOS SARANTOPOULOS

President, Italian-Hellenic Chamber of Thessaloniki - representing the 5 bilateral Chambers

Keynote Speech



GEORGE TZIALLAS

Secretary General for Tourism Policy & Development, Ministry of Tourism

19:40 – 20:30

Cocktail

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