



5th TOURISM CONFERENCE

Wednesday, May 4, 2022

HYBRID

“Northern Greece: A year-round destination”

TIF HELEXPO
EMILIOS RIADIS HALL

UNDER THE AUSPICES
REGION OF CENTRAL MACEDONIA



AGENDA

IN PERSON
VIRTUAL
HYBRID

15:45-16:00 OPENING REMARKS



MARIA VOZIKI
Vice President, French-Hellenic Chamber of Commerce and Industry



STEFANOS TZIRITIS
Vice President, German-Hellenic Chamber of Industry and Commerce and President of the Northern Greece Committee



STAVROS KALAFATIS
Deputy Minister, Ministry of Interior (Sector Macedonia-Thrace)

16:00-16:30 Promoting Greece amidst global instability



ANGELA GEREKOU
President, Greek National Tourism Organization



THEODORE PAPAKONSTANTINOU
Consulting Partner, Deloitte Greece



NEKTARIOS LYKOPANTIS
Program Manager, Swiss Hotel Management School



Facilitator: **DIMITRIS PEFANIS**
Director of Financial and Business Content, CNN.gr



5th TOURISM CONFERENCE

Wednesday, May 4, 2022

HYBRID

“Northern Greece: A year-round destination”

TIF HELEXPO
EMILIOS RIADIS HALL

UNDER THE AUSPICES
REGION OF CENTRAL MACEDONIA



16:30-17:15

The significance and influence of international brands for developing destinations and tourism businesses



JOANNIE C. DANIELIDES

President and Founder, Danielides Communications Inc.



ROBERT KOREN

Senior Vice President, Europe, Middle East and Africa, Belmond



ANGELIKA DIMOKA

Professor, Department of Decision and Information Sciences, C.T. Bauer College of Business, University of Houston



PETER POULOS

President, Poulos Brothers Inc.



Facilitator:

TIM ANANIADIS

Chair of the Tourism Committee, American-Hellenic Chamber of Commerce

17:15-18:15

Rebranding the tourism identity of Northern Greece



ALEXANDROS THANOS

Head of Tourism Sector, Region of Central Macedonia



MARIA KONSTANTOGLOU

CEO, Development Company, Region of North Aegean



ANDREAS PAPAMIMIKOS

Lawyer, Co-Founder and Partner, Rhetor Law Firm



5th TOURISM CONFERENCE

Wednesday, May 4, 2022

HYBRID

“Northern Greece: A year-round destination”

TIF HELEXPO
EMILIOS RIADIS HALL

UNDER THE AUSPICES
REGION OF CENTRAL MACEDONIA



LAURA ARGYROPOULOU
Marketing and Communication Strategist, Wise Ram



Facilitator: **YIANNIS ASLANIS**
President, Thessaloniki Convention Bureau

18:15-19:00 The challenge of sustainability towards the recovery of Greek tourism



GRIGORIS TASIOS
President, Halkidiki Tourism Organization and Halkidiki Hotels Association



KLAUS HILDEBRANDT
Editor-in-Chief, fw | TravelTalk



ELENI MICHPOULOU
Associate Professor, College of Business, Law and Social Sciences
University of Derby



MICHAEL CHATZIVRETTAS
Director of the Business Consulting Department
Samaras & Associates SA – Development Consultants



Facilitator: **SOTIRIS MILONAS**
Sustainability Expert

19:00-19:30 Technology and tourism enterprises



IOANNIS PANTELIDIS
Director of Doctoral Studies, University of Brighton



5th TOURISM CONFERENCE

Wednesday, May 4, 2022

HYBRID

“Northern Greece: A year-round destination”

TIF HELEXPO
EMILIOS RIADIS HALL

UNDER THE AUSPICES
REGION OF CENTRAL MACEDONIA



KATERINA SARIDAKI

Director, CapsuleT Travel and Hospitality Accelerator - ΞΕΕ



DAPHNE TSERVENI

Co-founder and Chief Revenue Officer, Clio Muse Tours



Facilitator: **DIMITRIS MALLAS**
Editor, CNN.gr

19:30-19:40 CLOSING REMARKS

Introduction:



NIKOLAOS BAKATSELOS

President, American-Hellenic Chamber of Commerce

19:40-20:00 KEYNOTE ADDRESS



SOFIA ZACHARAKI

Deputy Minister, Ministry of Tourism



5th TOURISM CONFERENCE

Wednesday, May 4, 2022

Hybrid

“Northern Greece: A year-round destination”

TIF HELEXPO
EMILIOS RIADIS HALL

UNDER THE AUSPICES
REGION OF CENTRAL MACEDONIA



PLATINUM SPONSORS



GOLD SPONSORS

30 YEARS
of SUCCESS



Samaras + Partners
GROUP OF COMPANIES



VIMAR



SILVER SPONSORS



MEDIA PARTNERS

