

Agenda

Global ReformBnB–2024 General Assembly

November 20-22 | Hotel Marriot, Medellín, Colombia

Wednesday, November 20, Hotel¹ York Luxury Suites

Welcome reception (5:00-7:00pm) – Networking

Terraza York Luxury Suites ([link](#))

Dress code: business casual

Welcome remarks by organizers

Sandra Restrepo/Ana López (COTELCO Antioquia)
José Duarte (Executive President COTELCO)
Didac Garcia (Executive President Global Reformbnb)
Vijay Dandapani (Chairman Global Reformbnb)

Introduction to Medellín by

Juliana Cardona (Director Medellín Visitors Bureau)

Thursday, November 21, Marriot Hotel

Dress code: business attire

Participants accreditation (8:30-9:00am)

Morning sessions (9:00am –1:00pm)

- **Opening ceremony:**

9:00am – 9:45am

Paola Cristancho (Board President COTELCO)
José Duarte (Executive President COTELCO)
Didac Garcia (Executive President Global Reformbnb)
Andrés Felipe Tobón (President of City Council of Medellín)
José Alejandro González (Tourism Secretary of Medellín)
Juan Manrique (Vice-Minister of Tourism (E))

- **Media / Press**

9:45am – 10:00am

- **Overlook on short-term rentals and Digital Distribution**

10:00am – 11:00am

Peter Jordan, Toposophy

¹ Different from the Hotel where we will have the 21st and 22nd Agenda

- **Coffee Break**
11:00am – 11:15am

- **Overlook on sustainable tourism**
11:15am – 12:00am
Peter Jordan, Toposophy

- **Round table: Sustainability: the future of tourism**
12:00am – 1:00pm
Moderated by Luz Stella Cárdenas (Executive Director RENACER – The Code Colombia)
 - Beatriz Vieira (Member of *Mesa de Propiedad Horizontal Nacional*)
 - Manel Casals (General Secretary, Barcelona Hotels Association)
 - Hernán Cadavid (House of Representatives of Colombia)

Lunch (1:00pm–2:30pm), Marriot Hotel

Afternoon sessions (2:30pm –6:00pm)

- **Round table: Responsible and sustainable tourism**
2:30pm – 3:30pm
Moderated by Ignacio Gaitán (President of Media Group El Colombiano)
 - Cr. Juan Pablo Cubides (Director of National Tourism Police)
 - Daniel Carvalho Mejia (House of Representatives of Colombia)
 - Cristina Vélez (Dean of the School of Management, EAFIT University)

- **Round table: Big Data, IA, trends and new customers - best practices**
3:30pm – 4:30pm
Moderated by José Duarte (Executive President Cotelco)
 - Roberto Amengual (Secretary, *Asociación de Hoteles de Turismo de la República Argentina*)
 - Margarita Restrepo (Secretary of tourism, Antioquia Government)
 - Masaomi Araki (All Japan Ryokan Hotel Association)

- **Coffee Break**
4:30pm – 5:00pm

- **Round table: International Short-term Rentals Solutions**
5:00pm – 6:00pm
Moderated by Julio Facal, Uruguay legal Advisor, ONUTurismo ethics
 - Vijay Dandapani (President Hotel Association of New York City - HANYC)
 - Javier Puente (President Hotel Association Mexico City)
 - Troy Flanagan (VP American Hotel and Lodge Association)
 - Franck Trouet (*Délegué Général du GHR – Groupement des Hotelleries & Restaurations de France*)

Friday, November 22, Marriot Hotel

Morning session (9:00 –12:30am)

- **Global Reformbnb internal issues (MEMBERS ONLY)**

Presented by Didac Garcia (Executive President Global Reformbnb) and Franck Trouet (Vice president and Treasurer Global Reformbnb)

9:00am – 10:30am

Approval of new members

Amendments of statutes

Adoption of new short-term rentals and Distribution Guidelines

- **Presentation: Short term rentals outlook**

10:30am – 11:00am

William Pearson*, CEO All The Rooms

- **Coffee break**

11:00am – 11:30am

Industry challenges by Toposophy | Interactive active participation of all the delegates among others:

11:30am – 12:30m

- Francisca Herrera (*Vice presidenta Hoteleros de Chile*)
- Francisco Rodríguez (*Presidente Asociación Hoteles y Restaurantes del Uruguay*)
- Berta Lange (*Directora Ejecutiva Asociación Panameña de Hoteles*)

- **Round table: Digital Distribution changes and price parity**

12:30am – 1:30pm

Moderated by Franck Trouet (Vice president and Treasurer Global Reformbnb)

- John Ramos (*Director of quality and sustainable development of Vice-Ministry of tourism*)
- Katuska Patricia Vargas Hernández (Deputy Director of DIAN)
- François Gauthier (*President des hôteliers GHR France, Groupement des Hotelleries & Restaurations de France*)

- **Conclusion by Executive President of Global Reformbnb**

1:30pm – 2:00pm

- **Touristic activity organized by PROCOLOMBIA and COTELCO**

3:00pm – 6:00pm



You can register in the following link : <https://forms.office.com/r/S1Wk4X8APi>