



- Manel Casals (General Secretary, Gremi d'Hotels de Barcelona)
- Juan Sebastian Gomez (House of Representatives of Colombia)
- Representant of the Japan Hotel Association

- **Round table 2: Responsible and sustainable tourism for community**

12:00am – 1:00pm

Moderated by Ignacio Gaitan (President of Media Group El Colombiano)

- Cr. Juan Pablo Cubides (Director of National Tourism Police)
- Fabio Gonzalez (ECPACT – Ending sexual exploitation of Children, Americas)
- Daniel Carvallho Mejia (House of Representatives)

Lunch (1:00pm–2:30pm), Marriot Hotel

Afternoon sessions (2:30pm –5:00pm)

- **Round table: Big Data, IA, trends and new costumers - best practices**

2:30pm – 3:30pm

Moderated by Clara Ines Sanchez, Dean Tourism Faculty, Externado University

- Sistema de Información Hotelero, SIH, Cotelco Colombia
- Roberto Amengual (Secretary, Asociación de Hoteles de Turismo de la República Argentina)
- Representante de AJRA (All Japan Ryokan Hotel Association)

- **Round table: International Short-term Rental Solutions**

3:30pm – 4:30pm

Moderated by President of City Council of Medellin, Andres Felipe Tobón

- Vijay Dandapani, HANYC (President Hotel Association of New York City)
- Javier Puente (President Hotel Association Mexico City)
- Troy Flanagan (American Hotel and Lodge Association)
- Julio Facal (Uruguay legal Advisor, ONUTurismo ethics)

- **Presentation: Short term rentals outlook**

4:30pm-5:00pm

Alejandra Silva*, All The Rooms

Off-site Dinner (6:30pm)

Social activity to follow.



Friday, November 22, Marriot Hotel

Breakfast (8:00 –9:00am)

Morning session (9:00 –12:30am)

- **Welcome remarks and preview of next General Assembly**
Global Reformbnb internal issues (members only)
9:00am – 9:30am

- **Round table: Digital Distribution changes and price parity**
9:30am – 10:30am
Moderated by Martin Pinczolits – VVAT GRB Austria
 - Cielo Rusingue, Colombian Superintendent on Commerce and Industry*
 - Hotel Association of Quebec
 - Franck Trouet, (President GHR France, Groupement des Hotelleries & Restaurations de France)

- **New Guidelines to approach the Digital Distribution challenges**
10:30am – 11:00am
Didac Garcia (Executive President, Global ReformBnb)

- **Coffee break**
11:00am – 11:30am

- **Speakers corner**
11:30am – 12:30am
Moderated by Aldo Elias (Vicepresident Asociación de Hoteles de Turismo de la República Argentina)
 - Representant of the Nepal Hotel Association
 - Alberto Pirola (Presidente Hoteleros de Chile)
 - Francisco Rodriguez (Presidente Asociación Hoteles y Restaurantes del Uruguay)
 - Fernando Machado (Presidente Asociación Panameña de Hoteles)
 - Mauricio Letort (Presidente Federación Hotelera del Ecuador)
 - Ricardo Bracale (Presidente Sociedad de Hoteles del Perú)

- **Conclusion by Executive President of Global Reformbnb**
12:30am