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## Sustainable Tourism Trade and Investment Opportunities in CARIFORUM

CARIFORUM- EU Economic Partnership  
Agreement

### WEBINAR AGENDA

SCAN ME



30<sup>th</sup> MARCH 2023



• 08 00 - 11 30 EST • 09 00 - 12 30 AST • 15 00 - 18 30 CET

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Given the changing demands of the current global traveller, transitioning its sizable tourism sector to sustainability is essential for CARIFORUM to maintain its competitiveness in tourism. The transition is also necessary to mitigate the vulnerability of the tourism-dependent countries due to climate change. CARIFORUM knows this and is ready to act.

We are pleased to invite you to a webinar on Sustainable Tourism in the CARIFORUM, aimed at promoting the development of the sector through EU investment and trade, by seizing the opportunities offered by the CARIFORUM-EU Economic Partnership Agreement (EPA).

This webinar follows on the completion of a study titled “Sustainable Tourism in CARIFORUM.” It is the second in a series of studies commissioned by the European Commission to raise awareness on the economic opportunities related to the CARIFORUM-EU EPA to enable the EU private sector foster valuable business partnerships in the region.

The webinar will highlight emerging trade and investment opportunities in sustainable tourism across the CARIFORUM as well as priority subsectors for EU trade and investment. It will also explore conditions for market access and the ease of doing business. The webinar aims to validate and discuss the findings of the study, whilst informing stakeholders of the critical next steps for the effective adoption of sustainable tourism best practices.



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## 09 00 Welcome and Introduction

■ **Dr. Noel Watson**

Moderator

Chief Executive Officer, A-Z Information Jamaica Limited

## 09 05 Opening Remarks

■ **Ambassador Malgorzata Wasilewska**

Ambassador/Head of the Delegation of the European Union Delegation to Barbados, the Eastern Caribbean States, the OECS, and CARICOM/CARIFORUM

## 09 10 Introductory Remarks

■ **Senator The Honourable Michael Halkitis**

Minister of Economic Affairs of the Bahamas

## 09 15 Sustainable Tourism Vlog

■ **Mr. Neil Walters**

Acting Secretary General, Caribbean Tourism Organisation

## SESSION 1: OPPORTUNITIES IN SUSTAINABLE TOURISM UNDER THE CARIFORUM-EU EPA

### 09 20 Main Opportunities for Sustainable Tourism Investment and Trade in the Region

■ **Ms. Tamira La Cruz**

International Economic Development Specialist

### 09 35 Key Provisions on Investment and Trade in Sustainable Tourism

■ **Dr. Lucia Angelo**

International Trade Expert



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**09 50 Question and Answer Session**

■ **Dr. Noel Watson**

Moderator

Chief Executive Officer, A-Z Information Jamaica Limited

**SESSION 2 : THE BUSINESS OF SUSTAINABLE TOURISM**

**10 05 The Business of Sustainable Tourism in the  
CARIFORUM**

■ **Ms. Nicola Madden-Greig**

President, Caribbean Hotel and Tourism Association (CHTA)

**10 15 Private Sector Perspectives**

■ **Mr. Gregor Nassief**

Second Vice President, Caribbean Hotel and Tourism Association  
Chairman and CEO of GEMS Holdings Limited

**10 25 An EU Operator's Perspective on Investment in Sustainable  
Tourism**

■ **Mr. Albert Salman**

CEO, Green Destinations, Holland, Sustainable Tourism Certifications

**10 35 An EU BSO Perspective on Opportunities in Trade and  
Investment in Sustainable Tourism in CARIFORUM**

■ **EU BSO (TBC)**

**10 45 Panel Discussion and Knowledge Check**

■ **Dr. Noel Watson**

Moderator

Chief Executive Officer, A-Z Information Jamaica Limited



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## Rotating Breakout Sessions: 11 00 - 12 20

**Session 1:** Accommodation, Food and Beverage, Events and Conferences

**Session 2:** Transportation, Travel Trade, Tourism services

**Session 3:** Adventure Tourism and Attractions

Policy and Regulation	Investment Opportunities	Trade Opportunities
<b>Mr. Frank Comito</b> Special Advisor, Caribbean Hotel and Tourism Association	<b>Ms. Suzette Hudson</b> Consultant – Investment Promotion Caribbean Association of Investment Promotion Agencies	<b>Dr. Damie Sinanan</b> Manager, Competitiveness and Export Promotion at Caribbean Export Development Agency and
<b>Dr. Lucia Angelo</b> International Trade Expert	<b>Dr. Noel Watson</b> CEO, A-Z Information Jamaica Limited	<b>Ms. Tamira La Cruz</b> International Economic Development Specialist

12 20 - 12 30

### Closing Remarks

■ **Dr. Noel Watson**

Moderator

Chief Executive Officer, A-Z Information Jamaica Limited

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## Speaker Profiles



### **Ambassador Malgorzata Wasilewska**

Ambassador Wasilewska previously served as Ambassador of the European Union to Jamaica, Belize, The Bahamas, Turks and Caicos Islands, and the Cayman Islands. Before joining the EU, she worked as a senior specialist on issues of organizational governance and strategic planning at Amnesty International and Saferworld.



### **Senator The Honourable Michael Halkitis**

Mr. Halkitis serves as Minister of Economic Affairs and Leader of Government Business in the Senate of the Bahamas. He oversees the Bahama's trade, financial services industry, and aims to improve the country's ease of doing business and directs the country's digitization efforts.



### **Ms. Tamira La Cruz**

Ms. La Cruz, is an international development practitioner. Her emphasis is on policy for sustainable private sector development and reform of the business enabling environment. She has also been an advisor to numerous regional and international firms on strategic growth in the Caribbean.



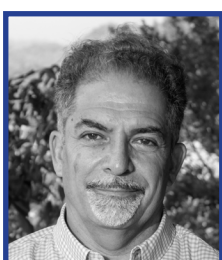
### **Dr. Lucia Angelo**

Dr. Angelo is an International Trade Expert with extensive experience in the field of research, training, trade policy and development, in particular regarding the CARIFORUM-EU EPA. She has collaborated with Caribbean and European organizations conducting trade-related assignments



### **Ms. Nicola Madden-Greig**

Ms. Madden-Greig, President of Caribbean Hotel and Tourism Association (CHTA) and the Group Director of Marketing and Sales for The Courtleigh Hospitality Group, is a former two-term president of the Jamaica Hotel and Tourist Association (JHTA) and the current chair of the Gastronomy Tourism Network.



### **Mr. Gregor Nassief**

Mr. Gregor Nassief is the Caribbean Hotel and Tourism Association's Second Vice President. He is the Chairman and CEO of GEMS Holdings Limited, which owns the popular Secret Bay, The Residences at Secret Bay, Fort Young Hotel & Dive Resort, and Tibay Villas in Dominica.



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### **Mr. Albert Salmaan**

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Mr. Salmaan is a disruptive innovator in tourism sustainability. He is the co-founder of the Future of Tourism Coalition (2020) and the founder of Green Destinations, the world's largest network of sustainable destinations (2014), the Sustainable Destinations Top 100, the Green Destination Stories Awards, and the Good Travel Guide, the world's first travel website featuring certified destinations and businesses.



### **Dr. Damie Sinanan**

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Dr. Sinanan is the Manager of Competitiveness and Export Promotion at Caribbean Export Development Agency. He is a professional in the areas of private sector development, trade theory, trade policy, export development and export promotion. He has extensive knowledge and experience in the EU markets, CARIFORUM, Latin America, French and Dutch Caribbean and North America.