



European
Commission

2nd Pan-European Cruise Dialogue

Brussels, 1 March 2022

Programme



DG MARE



Virginijus SINKEVIČIUS

*Commissioner for Environment,
Oceans and Fisheries*

Virginijus Sinkevičius is the current Commissioner for the Environment, Oceans and Fisheries, at the European Commission.

From 2017 to 2019 Mr Sinkevičius was Lithuanian Minister of Economy, and before that he chaired the Economy Committee at the Parliament of Lithuania.

Mr. Sinkevičius was elected to the Parliament in October 2016. Before that he was a team lead for regulatory affairs at Invest Lithuania.

Mr. Sinkevičius holds a BA in International Relations and Affairs from Aberystwyth University and a Master's degree in European International Affairs from Maastricht University.



Cláudia MONTEIRO DE AGUIAR

Member of the European Parliament

Born in 1982 in Funchal, Madeira, Portugal. A sociology graduate with a major in social politics at Minho University, she has a postgraduate degree in Marketing and Communication at Leiria Superior School of Education and Social Science and an Executive Master's in Management in Digital Transformation at Católica Lisbon Business & Economics.

From 2008 to 2011, Ms Monteiro was a communication and marketing consultant at Portobay Hotels & Resorts.

A Member of the Portuguese National Assembly since 2011, she became a Member of the European Parliament in 2014.

She is the coordinator (for the European People's Party) of the Steering Group for the Tourism Task Force on the Parliament's Committee on Transport and Tourism, Vice-president of the working group on Tourism at 'SMEs Europe', Vice-president (specialising in the EU's outermost regions) of the Parliament's SEARICA working group and member of the Parliament's Fisheries Committee.



Kelly CRAIGHEAD

President & CEO, Cruise Lines International Associations (CLIA)

Kelly Craighead is President and CEO of the Cruise Lines International Associations (CLIA), representing an expansive community of the world's most prestigious ocean, river, and specialty cruise lines; a highly trained and certified travel agent community, and a widespread network of stakeholders, including ports & destinations, ship development, suppliers, and business services.

In her role, Kelly is responsible for leading the organisation's work as the leading authority and voice of the industry across the association's five operating regions, including North America, Europe, Australasia, Brazil, the United Kingdom and Ireland.

An important part of her leadership is directing the development and execution of the organisation's advocacy strategy and initiatives, which are designed to support the broad international business coalition that comprises the global cruise industry.



Isabelle RYCKBOST

Secretary General, European Sea Ports Organisation (ESPO)

Isabelle Ryckbost has been Secretary General of the European Sea Ports Organisation (ESPO) since 2013. Before taking up this function, she was working as Director of the European Federation of Inland Ports (EFIP) and senior advisor to ESPO for four years.

She studied Law (University of Namur and KU Leuven) and European Law (UCL Louvain). Before joining EFIP, she worked in EU public affairs for almost 20 years. After a short period at the European Commission (DG Agriculture), she worked in an EU public affairs consultancy.

In 1994 she started working in the European Parliament, as a political assistant, and between 1999 and 2009 she was the political assistant of Dirk Sterckx, where she was mainly active in transport and port-related fields.

She is co-author of the handbook "Zo Werkt Europa" (1st edition 2007, 2nd edition 2010, 3rd edition 2015).



Eduardo SANTANDER

Chief Executive Officer, European Travel Commission (ETC)

The European Travel Commission (ETC) is an association of national tourism organisations created in 1948 to promote Europe as a tourism destination. In his role as CEO, Mr Santander steers ETC's activities aimed at building the value of tourism for the countries of Europe through sharing best practice, market intelligence and promotion. Under his leadership, ETC has extended its membership to private organisations and academia with the launch of the Associate Membership Programme, and developed a long-term strategic partnership with the European Commission to promote Europe as a destination in long-haul markets.

Mr Santander has over 15 years of experience in tourism marketing, brand development, business consulting, advocacy and public affairs – gained in diverse private companies and public institutions in the tourism and hospitality sector.

Educated in Spain, USA and Austria, he holds a PhD in Sport Sciences and an MBA degree in Hospitality and Recreation Industry Management. Mr Santander is a passionate advocate of freedom to travel, smart connectivity and sustainability in tourism and beyond.



Ioannis PAPPAS

Board member & Director for the Mediterranean Region, Global Sustainable Tourism Council (GSTC)

CEO & Co-Founder of GREEN EVOLUTION SA, Dr Pappas is a mechanical engineer with a PhD in applied mechanics, with over 30 years' experience in several fields of science, in areas such as sustainability in tourism and energy and environmental efficiency in infrastructure and buildings. He has also advised companies on standardisation and the technological implementation of climate adaptation and mitigation methodologies.

At GSTC he is the lead assessor for destinations, an auditor/assessor for sustainable tourism certification standards (focusing on hotels, tour operators and destinations), and lead trainer and assessor in the Southeast Europe Region.

Dr Pappas is the lead expert in the GSTC team on collaboration contracts between GSTC & tourism ministries, on incorporating sustainability into new national tourism strategies. He participates in several groups of experts and peer committees on sustainable tourism and the green transition, and provides training on sustainability, energy, buildings and tourism in private and public universities around the globe. Dr Pappas has also participated as senior researcher in a large number of national and EU-funded projects on sustainability.



Tim FAIRHURST

Secretary General, European Tourism Association (ETOA)

The European Tourism Association (ETOA) includes operators, intermediaries, destinations and the supply chain among its over 1,100 members.

Tim leads ETOA's public policy work at EU, national and local levels, and its partnership development with other organisations in Europe and its source markets.

He is a member of the UNWTO working group of experts measuring the sustainability of tourism, and a vice-chair of the pan-sectoral European Tourism Manifesto. Tim is also a regular contributor to European Commission policy review and sectoral workshops, European Council and European Parliament roundtables, and the OECD's tourism committee.

Following studies in France, Ireland and the UK, Tim trained as a lawyer and mediator. Prior to joining ETOA, he worked in the Netherlands and Switzerland in tour operations and product development roles, and now divides his time between Brussels and London.



Manuel Alejandro CARDENETE

President of NECSTouR

Professor Cardenete is a Deputy Minister in the Andalusia Regional Ministry of Tourism, Regeneration, Justice and Local Administration, a Member of the EU'S Committee of the Regions and President of NECSTouR.

A professor of economics, in recent years he was Vice-rector of Postgraduate Studies and Director of the Loyola Leadership School at the Universidad Loyola Andalusia. Professor Cardenete obtained his BSc in Economics and Business (1994) from the University of Seville, a PhD in Economics (2000) from the University of Huelva and a Diploma in Executive Management (2011) from the Instituto Internacional San Telmo (Seville).

Professor Cardenete is Vice-president of the Sociedad Hispanoamericana Input-Output. He is an academic in the Andalusian Academy of Regional Science. In 2019 he received the Annual Award for Best Economist from the Professional School of Economists in Seville.

He leads the Research Group CLIMAMODEL SEJ-511 (Multisectoral Models Applied for Climate Change).



Marie-Caroline LAURENT

*Director General, Cruise Lines
International Association (CLIA) Europe*

Marie-Caroline took up the role of Director General for CLIA in Europe in November 2021.

She is a transport policy expert who, before joining CLIA, worked in leadership roles at the International Air Transport Association (IATA) for nearly a decade, including serving as Assistant Director for EU Affairs. Her roles included providing strategic advice to governmental agencies on travel and security innovation.

Previously, Marie-Caroline worked in policy development for the Association of European Airlines, where her responsibilities included policy development and representing the airlines on issues of aviation security, as well as insurance policies, border controls and passenger data.

She has also served as a parliamentary adviser at the European Parliament and senior policy officer at the American Chamber of Commerce to the EU.



Geerte UDO

Director, amsterdam&partners

amsterdam&partners focusses on one major goal: to ensure that the Amsterdam area remains liveable and prosperous for residents, conventions, businesses and visitors.

The company uses data, new technologies and storytelling to build a sustainable reputation for Amsterdam. And they guide residents, companies, conferences and visitors to familiar and less familiar places, helping reduce any negative effects for locals.

This requires a look not only at the issues of today, but also those of tomorrow. How do we build a place known for its open and diverse culture, where people respect each other and the environment? Geerte is known as being a decisive networker with vision and a creative spirit. Creating connections between partners in government, businesses, knowledge institutions, cultural organisations and residents makes it possible to take up challenges and seize opportunities.

Geerte studied public administration at Leiden University. After a career as consultant, in 2006 she moved to Amsterdam Partners, joining the management ranks in 2013 and becoming CEO in 2019. She has lived in Amsterdam for over 20 years.



James MACGREGOR

*Senior Management Consultant,
Ramboll London*

Dr MacGregor is the Chief Economist of Ramboll Management Consulting and leads on sustainable finance globally. His most recent work has been developing the Sustainability Charter for the Cruise Tourism Industry, in collaboration with the European Environment Agency.

Across multiple sectors, he is a strategic advisor helping clients make sustainable, economic, and defensible investment decisions, and is currently active in innovation, sustainable finance (TCFD, TNFD, ESG, disaster risk financing), digital transformation, economic transition, smart cities, sustainable recovery, liveability and place-making.

Other roles include: a member of the core teams for the Asian Development Bank's Smart Cities Trust Fund and Greater Mekong System Climate Change and Environmental Sustainability Programme; Industry Fellow for the DIGIT Lab at Exeter Business School; Advisory Board member for impact investing companies; and board member for Surrey Business School's Centres for Leadership and Innovation.



Stéphane ISOARD

*Head of Group "Water and Marine",
European Environment Agency (EEA)*

Since 2016 Stéphane Isoard has been leading on freshwater and marine activities at the European Environment Agency

Since joining the Agency in 2002, Stéphane has been responsible for developing outlooks across sectoral and environmental themes, before moving on to work on integrated assessments of climate change adaptation, and (currently) leading freshwater and marine operations.

Before joining the Agency, Stéphane worked at the Institute for Prospective Technological Studies (European Commission-Joint Research Centre) and the consulting and software firm Caminus Ltd., on short and long-term energy and environmental forecast issues.

He is published extensively in international academic and scientific journals. Stéphane's background is in mathematical economics and modelling, and he has a Ph.D. in Economics from the University of Paris I - Panthéon Sorbonne.



Carlos PEREIRA

Senior Project Officer, European Maritime Safety Agency (EMSA)

Carlos Pereira is a naval architect with a post-graduate degree in mechanical engineering.

From 2000-05 he worked for the Portuguese Navy, where his role largely consisted of issues related to ship design, particularly stability and strength assessments.

From 2006-07 Carlos worked for the Portuguese Flag Administration (DGRM - formerly IPTM) as a flag and port state inspector.

From 2008-10 he worked for Det Norske Veritas (DNV) as a newbuilds & ships-in-operation surveyor. Since then, he has been working as a project officer specialised in environmental protection at the European Maritime Safety Agency (EMSA).



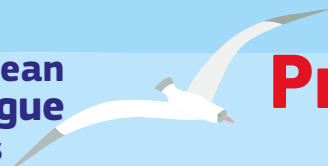
Valter SELÉN

Senior Policy Advisor, European Sea Ports Association (ESPO)

Valter Selén joined ESPO as senior policy advisor for sustainable development in June 2020, having previously worked on drafting the first annual report on carbon dioxide emissions from maritime transport during his time at the European Commission (DG CLIMA).

Valter has built his career in EU climate policy and sustainable development, with a special focus on the maritime sector.

He holds a double Master's in European Governance from the University of Utrecht, The Netherlands and Konstanz University, Germany. Valter wrote his thesis on how European business associations gain access to EU institutions, to influence climate policy negotiations.



Location **Gare Maritime | «Maison de la Poste» | Brussels**

08:30 – 09:30 **Registration and Welcome coffee**

09:30 – 09:35 **Welcome**

09:35 – 09:45 **Opening address**

Virginijus SINKEVIČIUS, *Commissioner for Environment, Oceans and Fisheries*

09:45 – 09:55 **Keynote address**

Cláudia MONTEIRO DE AGUIAR, *Member of the European Parliament*

09:55 – 10:25 **Addresses**

Kelly CRAIGHEAD

President & CEO, Cruise Lines International Associations (CLIA)

Isabelle RYCKBOST

Secretary General, European Sea Ports Organisation (ESPO)

Eduardo SANTANDER

Chief Executive Officer, European Travel Commission (ETC)

10:25 – 10:55 **Presentation**

Ioannis PAPPAS

Board Member & Director for the Mediterranean Region, Global Sustainable Tourism Council (GSTC):

“Sustainable Cruise Tourism Assessment Framework”

10:55 – 11:25 **Coffee break**

11:25 – 12:25

Panel session 1:

“Sustainable cruise tourism – destination management”

Moderator: Tim FAIRHURST, *Secretary General, European Tourism Association (ETOA)*

> Manuel Alejandro CARDENETE, *President of NECSTouR*

> Marie-Caroline LAURENT, *Director General, Cruise Lines International Association (CLIA) Europe*

> Ioannis PAPPAS, *Director for the Mediterranean Region, Global Sustainable Tourism Council (GSTC)*

> Geerte UDO, *Director, amsterdam&partners*

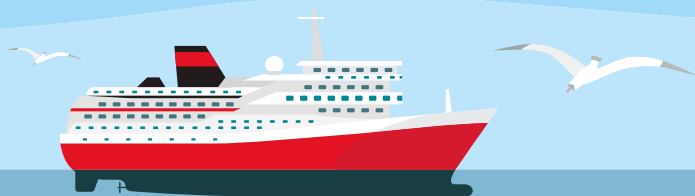
Discussion and Q&A

12:25 – 14:00

Lunch



Scan for latest updates
on the program.



14:00 – 15:00

Panel session 2:

“Sustainable cruise tourism – green transition”

Moderator: James MACGREGOR, Senior Management Consultant, Ramboll London

- > Stéphane ISOARD, Head of Group “Water and Marine”, European Environment Agency (EEA)
- > Carlos PEREIRA, Senior Project Officer, European Maritime Safety Agency (EMSA)
- > Valter SELÉN, Senior Policy Advisor, European Sea Ports Association (ESPO)
- > Tom STRANG, Chairman, Cruise Lines International Association (CLIA)
“Europe Sustainability Advisory Committee”

Discussion and Q&A

15:00 – 16:00

Panel session 3: “Cruise Destination – Baltic”

Moderator: Luis de CARVALHO, CEO Europe, Bermello Ajamil & Partners

- > Claus BØDKER, Director Cruise Baltic and Cruise Copenhagen Network
- > Markus HELAVUORI, Professional Secretary, Baltic Marine Environment Protection Commission (HELCOM)
- > Hanne NEHMAR, Managing Director, Best Destination Partner (BDP)

Discussion and Q&A

16:00 – 16:30

Coffee Break

16:30 – 17:30

Panel session 4: “Cruise Destination – Mediterranean”

Moderator: Luis de CARVALHO, CEO Europe, Bermello Ajamil & Partners

- > Figen AYAN, President of MedCruise (The Association of Mediterranean Cruise Ports)
- > Alessandro CAROLLO, Director Government Relations, Royal Caribbean Cruises
- > Rosa Ana MORILLO RODRIGUEZ, Director General Tourism, Regional Government of Balearic Islands
- > Jelka TEPŠIĆ, Deputy Mayor, City of Dubrovnik

Discussion and Q&A

17:30

Conclusions

Felix LEINEMANN, Head of Unit – Blue Economy Sectors, Directorate-General for Maritime Affairs and Fisheries, European Commission



TOM STRANG

Chairman of CLIA Europe Sustainability Advisory Committee

Tom Strang is a chartered Naval Architect who started his career in British Shipbuilders in Barrow-in-Furness. He then joined Lloyd's Register where he was involved in all aspects of shipbuilding and ship survey, finishing up as a Senior Passenger Ship Specialist. He joined Carnival Corporation & plc in 2000 and has had a variety of senior roles across the group, including 3 years as SVP Marine Operations for Costa Crociere. Tom is now SVP Maritime Affairs based in the UK, and is primarily engaged leading on the company's decarbonisation strategy (including LNG). He chairs several industry committees including the CLIA EU Sustainability Advisory Committee, ICS Passenger Ship Panel, Royal Institution of Naval Architects Environmental Committee and UK Chamber of Shipping Safety and Environmental Committee.



Luis DE CARVALHO

CEO Europe, Bermello Ajamil & Partners

Luis de Carvalho is the CEO of Bermello Ajamil & Partners (B&A) Europe. He is one of the leading port and destination development planners in the world. He has an extensive career in the cruise and travel industry, spanning over 35 years and including positions with Premier Cruise Line, Royal Caribbean Cruise Line, Hilton Hotels, Crystal Cruises, TUI AG, Tumlare Corporation, Kuoni DMC and Consult DC.

His expertise includes delivering cruise market and financial assessments, cruise destination development plans; port, marina and cruise facility master planning; cruise terminal design; itinerary planning support; cruise business strategic planning and promotion and sales & marketing strategies.

His experience covering more than 450 ports and destinations around the world allows him to understand the logistics and requirements involved in delivering a successful cruise port and destination. Luis is also a regular speaker and moderator at international cruise and tourism events, with over 60 appearances in the last 12 years.



Claus BØDKER

Director Cruise Baltic and Cruise Copenhagen Network

Claus Bødker joined the Cruise Baltic and Cruise Copenhagen Network in May 2014. He came from a position as CEO in a subsidiary to the National Lottery in Denmark. Claus has spent most of his career in the experience economy, including a management position with the leading Danish soccer club, F.C. Copenhagen.

In addition to the above, he brings with him 14 years of experience from the travel industry, from companies such as KILROY travels, Thomas Cook and Hertz Denmark, where he was CEO.

Claus holds an MSc in Economics and Business Administration from Copenhagen Business School, an MBA from Henley Business School and a Master's in Experience Management from Roskilde University.



Markus HELAVUORI

Professional Secretary, Baltic Marine Environment Protection Commission (HELCOM)

Markus Helavuori is a Secretary at the Secretariat of the Baltic Marine Environment Protection Commission (HELCOM). He is responsible for the 'HELCOM maritime', 'Response' and 'Fish' working groups, with his core expertise being in the field of maritime environmental policy and regulation.

From 2011 to 2017 Markus worked at the International Maritime Organization (IMO) Secretariat in London, where he was in charge of matters related to biosafety, including the International Ballast Water Management Convention and the AFS Convention. He also has extensive experience in regulatory matters following stints at the Finnish Ministry of Transport and Communications and the Finnish Transport Safety Agency (previously the Finnish Maritime Administration).

Mr. Helavuori holds a Master's Degree in environmental and marine biology from Åbo Akademi University, Finland.

HELCOM is the governing body of the Convention on the Protection of the Marine Environment of the Baltic Sea Area (the Helsinki Convention). HELCOM works to protect the Baltic Sea from all sources of pollution, through intergovernmental cooperation.



Hanne NEHMAR

*Managing Director,
Best Destination Partner (BDP)*

Hanne Nehmar is CEO & Founder of BDP – Your Best Destination Partner. Founded in 1997, BDP is a destination management agency. The agency is based in Denmark, though since 2020 it also has a presence in Sweden, as co-owner of BDPNEXT.

Hanne is a board member of the Copenhagen Cruise Network and has been a board member of the Danish Travel Association.

BDP and BDPNEXT are both leading shore excursion operators in Denmark and Sweden.

Hanne has actively worked with sustainability in the cruise and event tourism sectors for many years, and BDP has received prizes such as 'Agency of the Year'. It is nominated to become "Small Business of the Year" in Denmark for 2022.



Figen AYAN

*President of MedCruise
(The Association of Mediterranean
Cruise Ports)*

Born in Paris, Figen Ayan has both French and Turkish citizenship. She obtained her qualification in "Lettres Modernes" from La Sorbonne – Paris IV in 1994.

Since February 2014 Ms Ayan has been the Chief Port Officer at Galataport Istanbul. She has been a Ministry of Culture and Tourism professional tourist guide, licensed in the French and English languages, since 1997.

Since 2011, Ms. Ayan has been on the board of MedCruise Association, and in 2021 was elected President. MedCruise represents 140 cruise ports from 21 countries in the Mediterranean.

She started her professional life in the cruise industry in 1994, in various key positions in leading companies, such as port agent, tour operator or marketing and sales for Turkish or international cruise ports – giving her a 360-degree view of the industry.

For the past 15 years, Ms. Ayan has been investing time in personal development and alternative therapies. She is currently an advanced trainee for Somatic Experiencing®, which is a body-oriented approach to healing trauma and other stress disorders.



Alessandro CAROLLO

Director Government Relations, Royal Caribbean Cruises

Alessandro Carollo is Director of Government Relations at the Royal Caribbean Group.

His career started in 2000 as a port agent in Italy for major national and international agencies.

After 8 years he took a position at the Royal Caribbean Group's Port Services, where he was responsible for operations and emergency management for over 3,000 port calls by ships every year. He also supported port developments, established and developed relationship management with agencies, authorities, and government bodies in the EMEA region. He then moved in October 2021 to government relations, where he is responsible for engaging with international governments – on key initiatives, programmes and projects focused on maritime issues, public health, sustainability regulation and destination management matters, across the Mediterranean, Africa, Middle East, and India.

Since 2021 Mr Carollo also serves as Chair of CLIA Europe's Ports and Destinations Advisory Committee.



Rosa Ana MORILLO RODRIGUEZ

Director-General for Tourism, Regional Government of Balearic Islands

Rosa Morillo Rodriguez is a dedicated human resources and tourism professional, with over 23 years' experience in tourism HR.

She has extensive knowledge in developing strategic HR initiatives, predominantly focused on brand building and human management in the luxury and lifestyle sectors.

In 2019 she decided to move to the public sector in the tourism field, to make a personal contribution and bring an international, high-quality perspective to the administration, with the aim of improving the excellence of the tourism model for the Balearic Islands.



Jelka TEPŠIĆ

Deputy Mayor, City of Dubrovnik

Jelka Tepšić is the deputy mayor of Dubrovnik, and has been the Croatian honorary consul to Spain since 2014.

She is a professor of Spanish language literature and comparative literature and has more than 20 years of experience in communication, media and marketing. In the City of Dubrovnik administration, Mrs Tepšić is responsible for tourism, sustainability and culture. During her work in the past two years, the city has been developing a strategic, long-term project called "Respect the City".

She has participated in many congresses worldwide, where she has presented this project, which deals with innovative integrated development and focuses on the sustainable development of tourism in the city. She shows how the City administration copes with the problem of overcrowding, to ensure better distribution of visitors and mitigate the negative effects of over-tourism.

This project was recognised as an example of good practice in destination management at the World Congress of the Organization of World Heritage Cities (OWHC) in Krakow.



Felix LEINEMANN

Head of Unit, Directorate General for Maritime Affairs and Fisheries, European Commission

Felix Leinemann and his team promote a sustainable blue economy for the benefit of humankind and the oceans.

Mr Leinemann has worked for the European Commission since 2003 in various fields including fisheries and maritime policy, shipping, aviation and urban transport, as well as the EU's global navigation satellite system Galileo. From 2012 to 2014 he worked as Transport Counselor in the EU Delegation in Washington, DC. Mr Leinemann holds a PhD from the University of Freiburg, Germany, following law studies in Germany and Italy.

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on the program.



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