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CLASS

Sustainable Tourism & Infrastructure | Challenges & Opportunities

PART

19.6.2019 | 9.30-13.30 | Hotel Tivoli Av. Liberdade | Lisbon

NERS

On the occasion of the state visit of the Federal President of the Republic of Austria, Dr. Alexander Van der Bellen.

Organised by the Austrian Trade Commission ADVANTAGE AUSTRIA/ Austrian Embassy-Commercial Section in Portugal, in co-operation with the CIP-Confederação Empresarial de Portugal, Österreich Werbung, Turísmo de Portugal and WKÖ Bundessparte für Tourismus und Freizeitwirtschaft.













PROGRAMME

9.30 REGISTRATION & COFFEE

10.00 Esther Maca, Commercial Counsellor, ADVANTAGE AUSTRIA Lisbon OPENING

Astrid Fixl-Pummer, Board Member, Director of Resources, ADVANTAGE AUSTRIA, Austrian Federal Economic Chamber

João Almeida Lopes, Vice-President, CIP-Confederação Empresarial de Portugal

Elisabeth Udolf-Strobl, Federal Minister for Digital and Economic Affairs **Maria Patek**, Federal Minister for Sustainability and Tourism

10.20 WELCOME REMARKS

Alexander Van der Bellen, The Federal President of the Republic of Austria

10.25 PORTUGAL 2027 – TRENDS IN TOURISM

Filipe Silva, Board Member, Turismo de Portugal

10.45 BREAK

11.00 SUSTAINABLE TOURISM: THE AUSTRIAN EXPERIENCE

Petra Stolba, CEO, Austrian National Tourist Office

11.20 TOURISM. INFRASTRUCTURE AND SUSTAINABILITY: A DELICATE BALANCE?

- 1. PANEL @ INNOVATION, INFRASTRUCTURE, MOBILITY
- **Sérgio Guerreiro**, Senior Director, Knowledge Management & Innovation, Turismo de Portugal
- Ingrid Köck, Partner, Torel Boutiques
- Kristof Tomej, Modul University Institute for Tourism & Service Management

2. PANEL @ HOTELS, CUSTOMER EXPERIENCE & QUALIFICATIONS

- Fernando Amorim, Advisor to the Board, Hotel NEYA Lisbon
- Petra Nocker-Schwarzenbacher, President, Tourism & Leisure Industry Branch within the Austrian Federal Economic Chamber
- Maria Margarida Teixeira Custódio dos Santos, Universidade do Algarve - Escola Superior de Gestão, Hotelaria e Turismo

Chaired by: John Wolf

12.20- Networking Reception

13.30





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SPEAKERS IN ORDER OF APPEARANCE

ESTHER MACA Commercial Counsellor in Lisbon



Esther Maca heads the Portugal and Cape Verde operations of ADVANTAGE AUSTRIA, Austria's international organisation for the promotion of trade and investment which is funded and operated by the Austrian Federal Economic Chamber. She is the Deputy Austrian Trade Commissioner and Commercial Counsellor at the Austrian Embassy.

Previoulsy Esther Maca was Austria's Deputy Trade Commissioner for the UK, in Germany, Slovakia and Mexico, served as ADVANTAGE AUSTRIA's Head of International Communication and had joined an EU-project in Algeria.

LinkedIn | www.advantageaustria.org/pt



OPENING

ASTRID FIXLPUMMER
Board Member,
Director of
Ressources
ADVANTAGE AUSTRIA,
Austrian Federal
Economic Chamber



Astrid Fixl-Pummer is Member of the Management Team of ADVANTAGE AUSTRIA, Austria's Trade Promotion Organisation with about 100 offices in over 70 countries. Being Director of Resources she is responsible for human, technical and financial resources. She is based in the HQ of the Austrian Federal Economic Chamber (WKÖ) in Vienna, representing the interests of more than 620,000 Austrian companies.

Portugal is dear to Astrid Fixl-Pummer having worked for 9 years in Lisbon: As Commercial Counsellor from 2010-2016 and Deputy Commercial Counsellor from 1997-2000. Between these two assignments she was Commercial Counsellor in Bosnia Herzegovina, and served in Brasil, Argentina and Poland.

LinkedIn I www.wko.at

JOÃO ALMEIDA LOPES Vice-President, CIP-Confederation of Portuguese Business



João Almeida Lopes is Vice-President of the Confederation of Portuguese Business (CIP - Confederação Empresarial de Portugal), Portugals largest national business association representing more than 114,000 companies. He also serves as Vice-President of the Health Cluster Portugal, President of the Portuguese Association of the Pharmaceutical Industry APIFARMA and General Director and President of the Grupo Medinfar.

Previously João Almeida Lopes was President of the IBET - Instituto de Biologia Experimental e Tecnológica and President of Genibet Biopharmaceuticals, SA. With a degree in finance he has worked as project controller for GAS – Gabinete da Área de Sines, as internal auditor of of CTT and CNP – Companhia Nacional de Petroquímica, E.P. as well as General Director of Laboratório Farmofer, S.A.. Curriculum vitae | www.cip.org.pt



ELISABETH UDOLF-STROBL

The Federal Minister for Digital and Economic Affairs



Elisabeth Udolf-Strobl was appointed as the Austrian Federal Minister for Digital and Economic Affairs in the beginning of June 2019. One of her priorities is to sustainably develop Austria as an economic and innovative hub for businesses. The Ministry's TRIGOS-award honors Austrian companies, which contribute to the sustainable development of Austria.

Elisabeth Udolf-Strobl has gained vast expertise in the Ministry of Digital and Economic Affairs where she headed the Department for Cultural Heritage (2018-2019) and for Tourism and Historical Objects (2002-2017). In addition, Elisabeth Udolf-Strobl was Head of the Federal Minister's Office (1996-1999).

Curriculum vitae | www.enbmdw.gv.at

MARIA PATEK
The Federal Minister

for Sustainability and Tourism



Maria Patek is the Federal Minister for Sustainability and Tourism since June 2019 with responsibilities ranging from agriculture, energy, environment and tourism. The Ministry has recently published the Austrian Strategy for Climate and Energy 2030 and for Tourism "Plan-T" developed with partners from the public and private sector to further strengthen Austria as a leading sustainable and eco-friendly tourism destination. The Austrian eco-label has already been granted to more than 900 companies as diverse as tourism, production and finance.

Previously Maria Patek Director General for Forestry and Sustainability (2018-2019), Water Management (2016-2018) and Torrent and avalanche control (1994-2016) g) (2002-2016) of the Federal Ministry for Sustainability and Tourism.

Curriculum vitae | www.bmnt.gv.at



WELCOME REMARKS

ALEXANDER VAN DER BELLENFederal President of

Federal President of the Republic of Austria



Alexander Van der Bellen was inaugurated as Federal President of the Republic of Austria in January 2017. The Federal President is an avid supporter of climate protection which he deems to be the greatest challenge for mankind: "I want that our children and grandchildren can still marvel at our planet Earth in 100 years time: seeing it as this unique, incomparably beautiful "blue planet", on which we will hopefully continue to live in peace and prosperity for a long time. This is our shared responsibility."

Previously he has served as member of the Vienna State Parliament and the Vienna City Council (2012-2015), was Member of the Austrian National Assembly (1994-2012) and Chairman of the Greens' Parliamentary Group (1999-2008). Alexander van der Bellen worked as Full Professor of Economics at the University of Vienna until 2009 whose Deputy Dean and Dean (School of Social and Economic Sciences) he was from 1990-1994.

Curriculum Vitae | www.hofburg.at



KEYNOTES

FILIPE SILVABoard Member,
Turísmo de Portugal



Filipe Silva is Board Member of Turísmo de Portugal – VisitPortugal. In 2019 Turísmo de Portugal was chosen as Europe's leading Tourist Board (World Travel Awards here).

Filipe Silva has vast knowledge of the tourism sector having worked as Director of VisitPortugal in Benelux and the UK. Previously he has worked as project analyst at Portugal Trade and Investment Office and as senior auditor at KPMG Peat Marwick.

www.turismodeportugal.pt

PETRA STOLBA
CEO, Austrian
National Tourist
Office



Petra Stolba is Chief Executive Officer of the Austrian National Tourist Office (=Österreich Werbung) since 2006.

Petra Stolba's profound knowledge of the tourism sector derives from having worked in various areas of this sector since 1990: She was CEO of the Tourism and Leisure Division of the Austrian Federal Economic Chamber, served in the Federal Ministry for Economics and Labour as Director of the Department for Tourism and Leisure Policy, was Director for Marketing, IT and Strategic Planning in the Lower Austrian Provincial Tourist Board, Managing Director of the Austrian Convention Bureau as well as Manager of the Group and Special Interest Travel Department of Volksbank Reisen GmbH.

b2c www.austria.info | b2b www.austriatourism.com



PANEL DISCUSSION

JOHN WOLF
Author, Blogger,
PhD candidate law &
security



Cosmopolitan John Wolf is presently PhD candidate (law&security) at the Universidade Nova de Lisboa. Born in Madrid, a US citizen with Portuguese, Russian, Persian and German ancestors. John Wolf is married to an Austrian and lives in Lisbon since the 1980ies.

He has enjoyed a variety of professions, such as conference interpreter, equestrian TV commentator, financial analyst and media consultant. He is the author of several books, a blogger and an avid communicator.

LinkedIn

SÉRGIO GUERREIRO Senior Director, Knowledge Management and Innovation, Turísmo



Sérgio Guerreiro is Senior Director for Knowledge Management and Innovation at Turismo de Portugal, being in charge of statistics, business intelligence, entrepreneurship and innovation. He is also responsible for the programme Tourism 4.0, an integrated programme to foster innovation in the tourism sector involving more than 350 startups.

Sérgio Guerreiro represents Portugal at several international working groups at UNWTO, OECD and European Travel Commission. He is Chairman of the OECD Tourism Committee and Chairman of the European Travel Commission's Market Intelligence Group. As visiting lecturer at ISCTE-IUL and Universidade Europeia (Lisbon) he teaches in the fields of International Tourism Management, Market Trends, Innovation, Product Development and Sustainability.

LinkedIn | www.turismodeportugal.pt



INGRID KÖCK
Partner, Torel
Boutiques



The Austrian Ingrid Köck is one of three partners of the "Torel Boutiques"-group, a collection of four prestigious guest houses and hotels in Lisbon, Óbidos and Porto. She handles communications and marketing tasks and oversees the two Porto projects: "Torel Avantgarde", which since its opening in 2017 earned a World Luxury Hotels Award and a Prix Villégature; and the newly opened "Torel 1884 Suites & Apartments".

Before joining Torel Boutiques, Ingrid Köck worked for nine years for the United Nations in Africa, the Middle East, and in New York. She has a Degree in Communications, and previously worked in the areas of journalism, public relations and advertising in Austria. She has 15 years experience of working in the family hospitality businesses (restaurant, b&b).

LinkedIn | www.torelboutiques.com

KRISTOF TOMEJ
Researcher and
Lecturer, Modul
University Vienna Department of
Tourism and Service
Management



Kristof Tomej, PhD, is a Researcher and Lecturer at Modul University (MU) Vienna, an international private university providing cutting-edge research and education in tourism, sustainable development, and international management. In 2018, MU Vienna was ranked among the Top-25 universities worldwide in top-cited publications. Together with the University of Algarve, it is part of a consortium of European universities building the TRIANGLE Knowledge Alliance.

Kristof Tomej's research is mainly focused on tourist experiences, issues of sustainable mobility in tourism, and service design. In his doctoral dissertation, he studied inclusive holidays for persons with various visual abilities, including their motivations and the multisensual travel experiences.

LinkedIn | www.modul.ac.at



FERNANDO AMORIM Advisor to the Board, Hotel Neya Lisboa



Fernando Amorim is Advisor to the Board of NEYA Hotels. He is part of the team ever since the beginning of the sustainability concept of NEYA Hotels in 2010, which embraces environmental, social and economic sustainability within an efficient and responsible business model. By now NEYA is carbon-free. The hotel is certified (ISO 9001 and14001; OHSAS18001, Green Key) and won numerous awards (Green Hotel of the year 2017 - Publituris Travel Awards, Green Project Awards 20017, Tourism Category). The concept paid off: A second hotel in Porto using sustainable construction will open this summer.

Previously Fernando Amorim has worked as Hotel Manager, in NEYA Lisboa Hotel, Douro Palace - Hotel Resort & Spa and in several Tivoli Hotels & Resorts around Portugal. LinkedIn | www.neyahotels.com

SCHWARZENBACHER
President, Tourism &
Leisure Industry
Branch within the
Austrian Federal

PETRA NOCKER-



Petra Nocker-Schwarzenbacher is the President of the Tourism and Leisure Industry within the Austrian Federal Economic Chamber. She represents the interests of more than 90,000 members which are mostly SMEs and family businesses which employ more than 719,000 people. Petra Nocker-Schwarzenbacher was the Austrian Federal Ministry for Sustainability and Tourism's main stakeholder in the process of creating the Austrian Tourism Strategy "Plan-T" which was finalised in March 2019. She is also President of the Austrian Association for Applied Research in the Tourism and Leisure Industry (ÖGAF).

Additionally Petra Nocker-Schwarzenbacher owns the 4* Hotel Brückenwirt in Salzburg (110 beds). At her hotel she combines tradition and a strive for innovation, focusing on sustainability, green tourism and environmental care. LinkedIn I www.wko.at/bstf I www.hotel-brueckenwirt.at



MARIA MARGARIDA TEIXEIRA CUSTÓDIO DOS SANTOS

Professor, Universidade do Algarve - Escola Superior de Gestão, Hotelaria e Turismo



Maria Margarida Teixeira Custódio dos Santos is Senior Lecturer for Marketing and Tourism at the Universidade do Algarve – Escola Superior de Gestão, Hotelaria e Turismo since 1999. She holds a PhD in Tourism and is currently director of the Marketing department, as well as cofounder and editor of the scientific journal "Tourism & Management Studies". She wrote e.g. on the image of tourist destinations and collaborative strategies between tourist destinations & tour operators and stressed in her PhD thesis the importance of cultural landscapes and innovative products for the competitiveness of mature tourist destinations.

Fluent in German, Maria Margarida Teixeira Custódio dos Santos has previously worked as station manager of the German airline LTU at Faro airport.

Curriculum Vitae

PARTICIPANTS IN ALPHABETIC ORDER

AICEP - Portugal Global - Agência para o Investimento e Comércio Externo de Portugal	www.portugalglobal.pt
Aliados	www.aliados.consulting
AMD - Associação Portuguesa de Marketing Directo	www.amd.pt
André Jacques Unipessoal Lda.	www.linkedin.com/in/andrejacques
APAVT - Ass. Portuguesa das Agências de Viagens e Turismo	www.apavtnet.pt
Arrábida Beer Company, Lda.	www.arrabidabeercompany.pt
Aspöck Portugal, SA.	www.aspoeck.com
Associação da Imprensa Estrangeira	http://aiep.eu
Behringer Consultoria e Contabilidade, Lda.	
beyondarts GmbH	www.beyondarts.at

	R. C.
Blau - Comércio de Produtos e Serviços para Construção Civil, Lda.	www.blau.pt
BTEN, SA Business Consultants	www.bten.pt
BUSS Comunicação, Lda.	www.buss.pt
Cabelte - Cabos Eléctricos e Telefónicos, SA.	www.cabelte.pt
Caiado Guerreiro & Associados - Sociedade de Advogados RL	www.caiadoguerreiro.com
Câmara de Comércio e Indústria Luso-Alemã	www.ccila-portugal.com
Câmara Municipal de Setúbal	www.mun-setubal.pt
Câmara Municipal de Faro	www.cm-faro.pt
Câmara Municipal de Faro	www.cm-faro.pt
Câmara Municipal de Lisboa, Direcção Municipal de Mobilidade e Transportes	www.cm-lisboa.pt
Câmara Municipal de Mafra	www.cm-mafra.pt
Câmara Municipal de Sintra	www.cm-sintra.pt
Câmara Municipal de Torres Vedras	www.cm-tvedras.pt
Câmara Municipal do Porto	www.cm-porto.pt
Carlos Sousa Valles - Arquitectos	www.facebook.com/CarlosSousa VallesArquitectos
CCP - Confederação do Comércio e Serviços de Portugal	www.ccp.pt
Centro de Relações Laborais	www.crlaborais.pt
CIP - Confederação Empresarial de Portugal	www.cip.org.pt
Circleview, Unipessoal, Lda.	
COBA - Consultores de Engenharia e Ambiente, S.A.	www.coba.pt
CPL Meetings & Events	www.cplevents.pt
DCAX Trading Lda.	www.dcaxtrading.com
DGAE - Direção Geral das Actividades Económicas	www.dgae.min-economia.pt
DIE TEXTIEREREI	www.textiererei.com
DOC DMC - Services, Events & Wines, Lda.	www.doc-dmc.com
Doppelmayr Portugal Unipessoal, Lda.	www.doppelmayr.com
ECOTHERM Austria GmbH	www.ecotherm.com
Eglo Portugal Iluminação, Lda.	www.eglo.com

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Embaixada da Áustria em Portugal	www.bmeia.gv.at/pt/embaixada- da-austria-em-lisboa/
Embaixada da Guiné-Bissau em Portugal	www.embaixadaguinebissau.pt
Embaixada da República da Sérvia	www.lisbon.mfa.gov.rs/por
Embaixada da República Federal da Alemanha Lisboa	www.lissabon.diplo.de
Escola de Hotelaria e Turismo de Douro- Lamego	https://escolas.turismodeportuga l.pt/escola/douro-lamego/
Escola de Hotelaria e Turismo de Lisboa, Turismo de Portugal	https://scolas.turismodeportugal. pt/escola/lisboa/
Fase - Estudos e Projectos S.A.	www.fase.pt
FEPICOP - Federação Portuguesa da Indústria da Construção e Obras Públicas	www.fepicop.pt
Fundação Inatel	www.inatel.pt
G. F. Schmidt Stosberg, Lda.	www.s-stos.pt
G. Höfle Lda.	www.ghofle.pt
Giga Saúde	https://igasaude.pt
Globalvia - Consultores de Engenharia ,SA.	www.globalvia.pt
GMS Trade & Consulting	htts://psmstc.pt/
Grande Hotel Luso	www.hoteluso.com
Grupo Pestana Hotels & Resorts	www.pestana.com
Hemoportugal - Material Clínico e Equipamento Médico, S.A.	www.hemoportugal.pt
HMC Innsbruck	www.hmc-agency.at
Homerun Properties	
Hotel Britania****	www.heritage.pt
Hotel Fontecruz Lisboa	https://pt.fontecruzhoteles.com/hotel-fontecruz-lisboa/
Hotel Lisboa Plaza	https://lisboa-plaza.lisbon- hotel.org/pt
Hotel Sofitel Lisbon Liberdade****	www.sofitel.com
Hotel Valverde	www.valverdehotel.com
I love Douro	www.ilovedouro.pt/contact
Infraestruturas de Portugal, S.A.	www.infraestruturasdeportugal.p t
International Club of Portugal	www.icpt.pt

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ISCTE - Instituto Universitario de Lisboa	https://iscte-iul.pt/home.aspx
ISQ - Instituto de Soldadura e Qualidade	www.isq.pt
José Santos, Lda. Gestão Imobiliaria	https://josesantos.pt/index.php
Jular - Madeiras, SA.	www.jular.pt
Julia Filipe International Tax Consultants Portugal, Unip. Lda	www.mtcp.pt
Jungle Net Lda.	www.smartkat.biz
Kapsch CarrierCom - Unipessoal Lda.	www.kapschcarrier.com
Know 2 Grow - Luciano Rodrigues & Associado, Lda.	www.know2grow.pt
Lawrence's Hotel	www.lawrenceshotel.com
Lisbon Marriott Hotel	www.marriott.com/lispt
Livre Power, Bens e Serviços, Lda Energias Renováveis	https://livre.pt/pt/
Lusanova DMC	www.lusanova.com
major tune productions	www.majortune.com
MargaridaFerreira.pt	https://margaridaferreira.pt/
MED TRUST Portugal	www.medtrust.pt
Michaela Christine Wolf	www.michaelacwolf.com
MLGTS - Morais Leitão, Galvão Teles, Soares da Silva&Associados-Sociedade de Advogados, R.L	www.mlgts.pt
Moneris - Serviços de Gestão, S.A.	www.moneris.pt
Moss & Cooper	www.mosscooper.com
Mota-Engil - Engenharia e Construção, SA. (Sede)	www.mota-engil.pt
MVA - Electrotécnia, Lda.	www.mva.pt
Nande Laser e Tecnologia, Lda.	www.nande.pt
Neya Lisboa Hotel	www.neyahotels.com
NMT S.A	www.nmt.pt
Nova School of Business and Economics	www2.novasbe.unl.pt
Oliveiras SA	www.oliveiras.pt
Österreichische Präsidentschaftskanzlei	www.bundespraesident.at/praesi dentschaftskanzlei
Paradisetours - Travelorganisation and Tourmanagement	www.paradisetours.at

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Red Bull Portugal	www.redbull.pt
Restaurante Tábua d´aço	www.restaurantetabuadaco.com
Sabor com Carácter, Lda. (Kaffeehaus)	www.kaffeehaus-lisboa.com
Sacyr Somague, S.A.	www.somague.pt
Sandra Gomes Pinto & Associados, RL	www.sandragomespinto.com
Sheraton Lisboa Hotel & Spa	www.sheraton.com/lisboa
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SWARCO FUTURIT Verkehrssignalsysteme GmbH	www.swarco.com
Tecnoplano - Tecnologia e Planeamento, SA.	www.tecnoplano.pt
Teixeira Duarte - Engenharia e Construção, SA.	www.teixeiraduarte.pt
Telles de Abreu Advogados	www.telles.pt
Thermowin, Lda Internorm Specialist Dealer Portugal	www.pvc-janelas.com
Tomás de Oliveira, Empreiteiros, SA.	www.tomasoliveira.com
Torel Palace Lisboa; Hotéis do Torel - Estabelecimentos Hoteleiros, Lda.	www.torelpalace.com
Transportes por Cable, S.A.	www.doppelmayr.es
Tridonic Portugal Unipessoal, Lda.	www.zumtobelgroup.com
Turismo do Centro de Portugal	www.turismodocentro.pt

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value one development international GmbH	www.value-one.at
Vida Económica- Editorial, S.A. (Jornal)	www.vidaeconomica.pt
Vila Vita Parc****	www.vilavitaparc.com/pt
Visabeira Turismo Imobiliária e Serviços SGPS	www.visabeiraparticipacoes.com
Vivafit	www.vivafit.eu
Wayse - Soluções de Energias Renováveis, S.A.	www.wayse.pt
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ADVANTAGE AUSTRIA is Austria's official trade promotion organisation. With more than 110 offices in over 70 countries, it provides business intelligence and consulting services for Austrian companies and their international business partners. Find out more on our website or get in contact with us:

ADVANTAGE AUSTRIA Lisbon

W www.advantageaustria.org/pt

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Esther Maca – João Gomes – Janete Baltazar - Carla Galhardo – Eva Mandl

This Economic Forum Austria – Portugal, "The Future of Portugal – Sustainable Tourism and Infrastructure" is organised by ADVANTAGE AUSTRIA Lisbon/the Austrian Embassy–Commercial Section in Portugal, in co-operation with the CIP–Confederação Empresarial de Portugal, Österreich Werbung, Turísmo de Portugal and WKÖ Bundessparte für Tourismus und Freizeitwirtschaft.









