

Agenda
Workshop on Digitalisation - the driver of growth for tourism businesses
 How to access finance, enhance your skills and digitalise your tourism business
 Friday 15 March 2019
 Lisbon, Portugal



11:00 - 11:30	Welcome coffee / registration of participants
11:30 - 11:45	Welcome speech <ul style="list-style-type: none"> • Ovidiu Ene- Policy Officer, European Commission <p style="text-align: right;">* This will be the only session in English</p>
11:45 - 12:45	Session 1: Going digital with EU funds supporting tourism <i>One of the main obstacles for companies in not going digital is financial. This topic would address ways of making digitalisation more cost-effective particularly for employment and skills. This panel will show SME representatives the opportunities to access EU funds to go digital to boost their tourism business.</i> <ul style="list-style-type: none"> • Nuno Alves– Senior Director, Investment Directorate at Turismo de Portugal. Head of the Investment Directorate at Turismo de Portugal, the Portuguese National Tourism Authority. Before this role, he was Head of the International Affairs Area and Director of the Portuguese National Tourist Office in the United States and Canada. Nuno Miguel Alves was also Advisor to the Portuguese Secretary of State for Tourism during the XVII and XXI Governments.” Nuno Miguel Alves holds a University degree in International Management, father of two boys and loves overlanding and ultra-trail runs. • António Valente – F Iniciativas, Business Manager. He has been working in the area of tax and financial incentives for about 7 years. He started his activity in 2012 as a consultant and later served as business coordinator for the South and Southeast markets of F-Iniciativas Brasil. Since 2015, he is a commercial director of F-Iniciativas in Portugal, having extensive experience in the monitoring of companies on financing and tax incentives. • Paulo Bota – Project Manager, European Enterprise Network. Expert in European SME support policies in the Regional Development Coordination Commission of Algarve (CCDR Algarve). Project manager of Enterprise Europe Network for the Algarve region since 2008. Former chairman of the Tourism & Cultural Heritage Sector Group of the Network (2017-18). Post-graduated in Economics of Innovation and Entrepreneurship by the Algarve University.
12:45 - 14:00	Lunch break
14:00 - 15:00	Session 2: SME in tourism- digital solutions to find new business opportunities <i>Though often run with relatively little resources, Portuguese SMEs can benefit from digital solutions to both find and expand on new markets in tourism and its value chain.</i> <ul style="list-style-type: none"> • Alexandre Nilo Fonseca – President of the Digital Economy Association in Portugal- ACEPI, Board Member of the e-Commerce Europe Association, CEO and Founder of A2D Consulting, Counsellor at the Ecommerce Foundation and Consultant of several governments for the Digital area. He is an experienced business leader with more than 25 years in different environments, positions and cultures, including national and multinational companies in the areas of Information Technologies, Telecommunications, Media, Entertainment, Corporative non-profitable associations and Sports. Regular speaker in conferences all around the world, he is also an invited teacher at Catolica Lisbon Business School and Coordinator of a Mobile Marketing and a Marketing Management Post-graduations of Universidade Europeia/Laureate Universities. • Nelson Almeida – Country Manager for Portugal, Travelport Sales Manager at Travelport Portugal and Business Developer Manager at Travelport Cape Verde, leads Portuguese sales team to country budget targets, managing business relationship with customers, suppliers and other key stakeholders in the market while supporting development of Business in Cape Verde.

15:00 - 16:00	<p>Session 3: Skills to keep pace with digitalisation in tourism</p> <p><i>Targeted to different groups of SMEs, this topic would focus on the skills needed for digital marketing, social media, web development, cybersecurity, and data analytics which is where most SMEs seek to improve. What skills and trainings are useful for SMEs in the tourism sector? This panel will focus on skills Portuguese SMEs should have to keep pace with digitalisation in the tourism sector.</i></p> <ul style="list-style-type: none"> • Rita Coelho do Vale – Ph.D. in Marketing from Tilburg University (the Netherlands), MBA and Master in Business Administration (Faculdade de Economia-UNL), B.S. in Economics (Faculdade de Economia-UNL). Rita has for long been teaching marketing courses both at undergraduate, master level, and executive education, participating in several customized programs for companies. She teaches Consumer Behavior, Services Marketing, and Research Methodologies. She's currently the Academic Director of Undergraduate programs and coordinates LERNE- Laboratory for Experimental Research in Economics and Management, the Advanced Marketing Program for Executives (PAME) and the Executive Master in Management with a specialization in Strategic Marketing. Her main research interests are on decision-making processes, self-regulation and its impact on choice and consumption decisions, impulsive buying behavior, package formats, and Private Labels' phenomenon. • Djalmo Gomes. Founder of Live Electric Tours, a self-drive experience with electric cars for tourists, winner of the best European startup award in the tourism category in 2018. Holds a degree in Social Communication and has over 10 years of experience in Public and Marketing, being a specialist in launching new brands. • Gonçalo Cintrão. GeoStar Web Channels Manager. Working in GeoStar since 1999, he has been managing the leisure websites of this agency since 2006. His scope of action covers website deployment, content management, digital marketing and operations.
16:00 - 16:30	<p>Closing remarks</p> <p>European Commission Representation in Portugal</p>