

GLOBAL
TOURISM
FORUM

DUBAI

BLOCKCHAIN FOR TRAVEL

MARCH 26, 2022
RIXOS PREMIUM DUBAI JBR



**WORLD
TOURISM
FORUM**
Institute

Overview



BUILDING ON OUR RECENT ANNOUNCEMENT OF THE LANDMARK PARTNERSHIP BETWEEN ARIVA AND WTFI AND GTF, WE ARE PLEASED TO ANNOUNCE OUR FIRST JOINT EVENT:

The Global Tourism Forum, or GTF is, World Tourism Forum Institute's premier flagship, an international collaboration platform focused on addressing the challenges for the travel industry. Through this event we at WTFI want to be at the forefront of this revolution, presenting new options to a new generation of travelers, Gen Z and Gen Alpha, with an alternative way to purchase travel and all opportunities with blockchain revolution.

Today's Digital nomads are moving to crypto where they can earn high yield passive income easily and securely. Nearly 35 million people worldwide consider themselves digital nomads and around 16% of them possess crypto assets. With more people holding cryptocurrencies and more businesses, destinations bracing and accepting it for real-world things, travel is naturally a desirable experience to use crypto.

The tourism sector expects blockchain to reshape the industry and has started using the technology behind the crypto fever, to change the way their data is stored, used, and secured. Blockchain is proving exactly that potential in and changing the travel industry's status quo by playing a major role in keeping the network secure, protected, and trusted.

To highlight this advantage during the event, which will be a 'signature bridge event' between the cryptocurrency world and the travel and tourism industry, several high profile speakers, influencers will be attending from both the ecosystems. In addition, the sale of tickets priced with symbolic figures will be opened for sale with cryptocurrency using Ariva.Finance payment getaway on Ariva, GTF and WTFI websites for guests who want to participate in the forum apart from the invitees.





DUBAI

BLOCKCHAIN FOR TRAVEL

ONLINE VIEWERSHIP

www.globaltourismforum.org

24,500



PHYSICAL PARTICIPANTS

Rixos Premium Dubai JBR

200



VENUE

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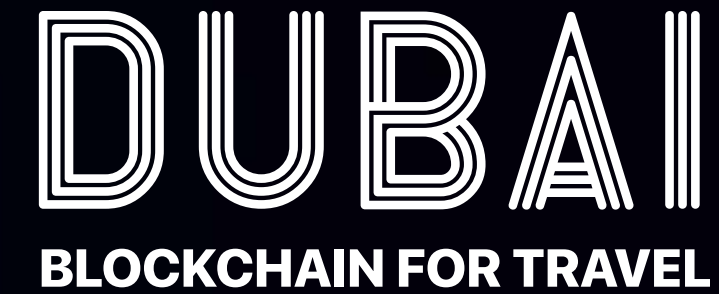
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PROGRAM:



09:30 – 09:40 / OPENING REMARKS

- Anita Mendiratta (Master of Ceremony, Special Advisor for SG UNWTO)
- Sumaira Isaacs (CEO of WTFI)

09:40 – 09:50 / NEW ECOSYSTEM FOR TOURISM WITH BLOCKCHAIN

- Taleb Rifai (SG of WTFI, Former SG UNWTO)

09:50 – 10:15 / THE SUCCESS STORY FROM ARIVA

- Ana-Claudia Tapardel (Chief Communication Officer of Ariva)

10:15 – 11:00 / KEYNOTE SPEECH & INTERVIEW THE IMPACT OF CRYPTOCURRENCY ON TOURISM INDUSTRY

- Bulut Bağcı (President of WTFI)(Moderator)
- H.E. François Hollande (Former President of France)

11:00 – 11:05 / SPECIAL VIDEO: MINISTRY OF TOURISM AND CREATIVE ECONOMY OF THE REPUBLIC OF INDONESIA

- H.E. Dr. Sandiaga Salahuddin Uno

PROGRAM:



11:05 – 11:35 / SESSION 1: DEMYSTIFYING THE BEST CRYPTOCURRENCY EXCHANGES

- Kaiser Naseem (International Development Banker)(Moderator)
- Allen Wei (CEO of LBank)
- Shantnoo Saxsena (COO of LBank)

11:35 – 11:55 / SESSION 2: THE VALUE OF ECO-TOURISM AND THE INPUT OF BLOCKCHAIN TECHNOLOGY

- Dr. Valasia Iakovoglu (Director of Ecotourism Sector of UNESCO Chair Con-E-Ect) (Moderator)
- H.E. Mr. Niels Olsen (Minister of Tourism of Ecuador)

11:55-12:10 / KEYNOTE: PROPTECH 2022 AND BEYOND

(Crowd Funding Real Estate and Fractional Ownership)

- James Wrenn (Associate Director – Colliers Hotels MENA Region)

13:00- 13:40 / SESSION 3: EU BLOCKCHAIN ECOSYSTEM – SHAPING EUROPE'S DIGITAL FUTURE

- Hoda Barakat (International Association for the Protection of Intellectual Property in the UAE (AIPPI- UAE)) (Moderator)
- Ismail ErtuG(MEP) – EU Blockchain Ecosystem
- José Ramón Bauzá (MEP)
- Jason Luo(Co-Founder & CEO of BitForex)
- Dr. Michael Gebert (Chairman, European Blockchain Association)

PROGRAM:



13:40 – 14:00 / SESSION 4: DIGITALISATION IN TRAVEL MARKET

- Sumaira Isaacs (CEO of WTFI) (Moderator)
- Haitham Mattar("Managing Director MEA & South West Asia IHG Hotels & Resorts)

14:00 – 14:30 / SESSION 5: BLOCKCHAIN TECHNOLOGY A BRIDGE TO " SMART TOURISM"

- Neslihan Gündeş (Executive Director, WTFI) (Moderator)
- Angela Gerekou (President, Greek National Tourism Organization (GNTO)) (online)
- Nithee Seeprae (Deputy Governor for Digitalisation, Research and Development, Tourism Authority of Thailand – TAT)
- Sumaira Isaacs (CEO, WTFI)

14:30 – 15:10 / SESSION 6: EXPLAINED: BLOCKCHAIN EVOLUTION AND ITS DISRUPTIVE POWER

- Sameer Sortur(SQUARECIRCLE GLOBAL / Founder and Chief Executive Officer (Moderator) & Q&A
- Meike Krautsheid(CCO & Lead Blockchain Consultant, SmartLedger)
- Markose Chenthitta(Business Development & Partnerships @FMFW.io)
- Christian Gleich(Chief Strategy Officer & Futurist of OneBigWave)

15:25 – 15:55 / SESSION 7: CRYPTO-SUITES: SYSTEMS, STRUCTURES, SCHEME

- Martin WIDENKA (Co-Founder of MMBR, Ex-Thomas Cook)(Moderator)
- Mohamed Riadh LARBI (Team Lead Content Marketing B&B Hotels Germany & Travel Content Creator)
- Samson HABTOM (Coffee Entrepreneur, Founder & CEO of Bunca Barista)

PROGRAM:



15:55 – 16:25 / SESSION 8:

CRYPTOCURRENCIES – THE ULTIMATE WEAPON OF MASS DISRUPTION OF THE TRAVEL INDUSTRY

- Mr. Tariq Qureishy (CEO & Founder Xponential Group)(Moderator)
- Max Rangeley (ReboundTAG / CEO)

16:40 – 17:20 / SESSION 9:

NEW TOURISM" ESSENTIAL READINESS FOR BLOCKCHAIN

- Anita Mendiratta (Special Advisor for SG UNWTO) (Moderator)
- Anju Gomes (Regional Director of Middle East, the International Congress and Convention Association – ICCA)
- Anastasia Kiritsi (University Lecturer at Arden university Germany & UK)
- Alushca Ritchie (World Federation of Tourist Guide Associations (WFTGA))
- Ana-Claudia Tapardel (Chief Communication Officer of Ariva) -(Moderator)

17:50 – 18:10

CLOSING REMARKS

- Neslihan Gündeş (Executive Director, WTFI)

OPENING REMARKS:



Anita Mendiratta

Member of the European
Parliament



Sumaira Isaacs

CEO of WTFI

**NEW ECOSYSTEM FOR
TOURISM WITH BLOCKCHAIN:**



Taleb Rifai

SG of WTFI,
Former SG UNWTO

**THE SUCCESS STORY
FROM ARIVA**



Ana-Claudia Tapardel

Chief Communication Officer
of Ariva, Former MEP

**KEYNOTE SPEECH & INTERVIEW:
THE IMPACT OF CRYPTOCURRENCY ON
TOURISM INDUSTRY**



Bulut Bağcı
President of WTFI
(Moderator)



H.E. François Hollande
Former President of France

**SPECIAL VIDEO: MINISTRY OF
TOURISM AND CREATIVE ECONOMY OF
THE REPUBLIC OF INDONESIA**



H.E. Dr. Sandiaga Salahuddin Uno
Minister of Tourism and
Creative Economy of the
Republic of Indonesia

**SESSION 1:
DEMYSTIFYING THE BEST
CRYPTOCURRENCY EXCHANGES**



Kaiser Naseem
International Development
Banker (Moderator)



Allen Wei
CEO of LBank



Shantnoo Saxsena
COO of LBank

**SESSION 2:
THE VALUE OF ECO-TOURISM AND THE
INPUT OF BLOCKCHAIN TECHNOLOGY**



Dr. Valasia Iakovoglu

Director of Ecotourism
Sector of UNESCO Chair
Con-E-Ect(Moderator)



H.E. Mr. Niels Olsen

Minister of Tourism of
Ecuador

**KEYNOTE:
PROPTech 2022 AND BEYOND**



James Wrenn

Associate Director
Colliers Hotels MENA
Region

**EU BLOCKCHAIN ECOSYSTEM –
SHAPING EUROPE’S DIGITAL FUTURE**



Hoda Barakat

International Association
for the Protection of
Intellectual Property in the
UAE (AIPPI- UAE)



Dr. Michael Gebert

Chairman, European
Blockchain Association



José Ramón Bauzá

Member of European
Parliament



Ismail Ertug

Member of European
Parliament



Jason Luo

Co-Founder & CEO of
BitForex

**SESSION 4:
DIGITALISATION IN TRAVEL MARKET**



Sumaira Isaacs

CEO of WTFI



Haitham Mattar

Managing Director MEA &
South West Asia IHG Hotels
& Resorts

**SESSION 5:
BLOCKCHAIN TECHNOLOGY A BRIDGE**



Neslihan Gündes

Executive Director, WTFI
(Moderator)



Angela Gerekou

President, Greek National
Tourism Organization
(GNTO)



Nithee Seeprae

Deputy Governor for Dig-
italisation, Research and
Development, Tourism Au-
thority of Thailand – TAT



Sumaira Isaacs

CEO of WTFI

**SESSION 6:
EXPLAINED: BLOCKCHAIN EVOLUTION AND ITS
DISRUPTIVE POWER**



Sameer Sortur

SQUARECIRCLE GLOBAL / Founder and
Chief Executive Officer
(Moderator)



Meike Krautsheid

CCO & Lead Blockchain
Consultant, SmartLedger



Markose Chenthitta

Business Development &
Partnerships at FMFW.io



Christian Gleich

Chief Strategy Officer &
Futurist of OneBigWave

**SESSION 7:
EXPLAINED: BLOCKCHAIN EVOLUTION
AND ITS DISRUPTIVE POWER**



Martin WIDENKA

Co-Founder of MMBR, Ex-Thomas Cook
(Moderator)



Mohamed Riadh LARBI

Team Lead Content
Marketing B&B Hotels
Germany & Travel Content
Creator



Samson HABTOM

Coffee Entrepreneur,
Founder & CEO of Bunca
Barista

**SESSION 8:
CRYPTOCURRENCES – THE ULTIMATE
WEAPON OF MASS DISRUPTION OF
THE TRAVEL INDUSTRY**



Tariq Qureishy
CEO & Founder Xponential
Group (Moderator)



Max Rangeley
ReboundTAG / CEO

**SESSION 9:
NEW TOURISM" ESSENTIAL READINESS FOR BLOCKCHAIN**



Anita Mendiratta
Special Advisor for SG
UNWTO
(Moderator)



Anju Gomes
Regional Director of Middle
East, the International
Congress and Convention
Association – ICCA



Ana-Claudia Tapardel
Chief Communication Officer
of Ariva, Former MEP



Anastasia Kiritsi
University Lecturer at
Arden university Germany
& UK



Alushca Ritchie
World Federation of Tourist
Guide Associations
(WFTGA)



H.E. François Hollande (Former President of France)

- The latest development of blockchain and its capacity to build tourism is really important. We need new horizons opened by technologies like blockchain and crypto currencies
- More accurate data created by blockchain and crypto currency payment technologies will help governments and private sectors to shape their investment plans and services on tourism effectively.
- Crypto currencies make us hoped to exchange easily with lower fees, without restrictions and complexity of procedures on exchanging.
- Crypto currencies will allow us to create a payment system that secure more than anything we are currently using. I think this system will evolve worldwide.
- It's all governments and head of states' responsibility to make travel easier to access for everyone. They need to develop all the conditions to facilitate not only subjects such as health, transportation and security but also new technologies like blockchain and crypto currencies. Because these technologies can give us some elements that allow us lower fees and more security to further support movement of travel.

**Kaiser Naseem
(International Development
Banker)**

– Potential in terms of being able to leverage and improve every service and financial products are delivered by blockchain. Based on that blockchain the concept of decentralised finance is the one I think is the most exciting





**DR. Michael Gebert
(Chairman of European
Blockchain Association)**

- We need to understand blockchain in order to use it. If you compare blockchain to the current system of money transactions, nobody quite understands how this system is working for now. One takes it for 'granted' and rely on 'trust'. Similarly, the common issue around blockchain and crypto is 'trust' and therefore trust is needed to successfully interact or simulate this process. From blockchain perspective tourism industry means, it is all about lots of data, which if streamlined through its technology, means, If data is in place, the trust is in place. And If the trust is THERE, it is the ground from where one can start to build up relationships and businesses.

José Ramón Bauzá (Member of European Parliament)

– As EU with its all members we should take our competitive position on blockchain. Blockchain is an opportunity. If you don't see it you loose your time. EU and its all members should take their competitive place on blockchain and crypto currencies against other regions. The leader of EU should be advised well on this developments.

– Blockchain is related with almost everything that we see everyday about tourism. Can you imagine that when we're on a flight it can happen to us to loose our luggage... Thanks to blockchain, it can be avoided. Blockchain can help us in every single chain of tourism industry.





Ismail Ertug
(Member of European Parliament)

- As Eu we're economically the strongest region. But sometimes we loose speed and loose some competition against other regions. My wish is to set the golden standard for regulations on these new technologies should be coming and driven by EU.

There is a competition but in the end we are only one planet. We have to work together with all other regions to make our life better in the future.

ERTUG




Haitham Mattar (Managing Director MEA & South West Asia IHG Hotels & Resorts)

- There is no hotel operator is really meeting speed of expectations of any owner, colleague or guest is looking for. We're using artificial intelligence for our reservations. It allows our guests to make bookings and have confirmations faster.
- I dream about hotels without receptionists. The AI helps self-check-in and save guest's time. In today's world even 5 minutes waiting time in a line is very long time. We use technology to follow and apply new developments in our business.



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Business

Ariva Set for Major Adoption Following Summit in Dubai

April 3, 2022, 12:56 AM GMT+3

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Kiel, Germany--(Newsfile Corp. - April 2, 2022) - Fast-growing blockchain protocol Ariva was highlighted as one of the key drivers of blockchain technology in the tourism sector at the Blockchain For Travel Summit held in Dubai on March 26, 2022.

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Ariva Set for Major Adoption
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A gathering of key stakeholders in the tourism sector for blockchain

"The Global Tourism Forum Blockchain for Travel Summit" was organized by Ariva Digital and World Tourism Forum Institute and was supported by Dubai Tourism, which attracted key stakeholders in the tourism sector and top profile speakers. The core focus of the event was to discuss how blockchain could reshape the tourism sector.

Former France President, Francois Hollande, noted that blockchain technology provided an ideal ecosystem to take tourism to the next level. He added that blockchain and cryptocurrency would help governments and private sectors retain important data and shape investment plans in the tourism sector.

"More accurate data created by blockchain and crypto currency payment technologies will help governments and private sectors to shape their investment plans and services on tourism effectively. I think this system will evolve worldwide," Holland added.

Holland further noted that, "It's all governments and head of states' responsibilities to make travel easier to access for everyone. They need to develop all the conditions to facilitate not only subjects such as health, transportation and security, but also new technologies like blockchain and crypto currency. Because these technologies can give some elements that

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<https://www.bloomberg.com/press-releases/2022-04-02/ariva-set-for-major-adoption-following-summit-in-dubai>

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1. TOP 5 STOCKS TO BUY NOW

2. PRIX DES VOITURES ÉLECTRIQUES

3. SO REGT MAN DEN STOFFWECHSEL AN

4. SE DÉBARRASSER DE PSORIASIS

Ariva (ARV) Announces Milestone Partnership with World Tourism Forum Institute (WTFI) and Global Tourism Forum (GTF)

PUBLISHED:

JAN 31, 2022 10:30AM EST



Kiel, Germany--(Newsfile Corp. - January 31, 2022) - [Ariva](#), a next-generation tourism & travel blockchain protocol, has announced a partnership with World Tourism Forum Institute and Global Tourism Forum. This is a significant development and will place Ariva at the forefront of the tourism industry.



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1 TOP 5 STOCKS TO BUY NOW

2 TOP 3 STOCKS TO BUY

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POUSSER LES CILS4 ALIMENTS RICHES EN
PROTÉINES POUR MAIGRIER5 TOP 5 DIVIDEND STOCKS TO
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<https://www.nasdaq.com/press-release/ariva-arv-announces-milestone-partnership-with-world-tourism-forum-institute-wtfi-and>

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Ariva Set for Major Adoption Following Summit in Dubai



Newsfile Corp.

Sun, April 3, 2022, 12:57 AM · 4 min read



Kiel, Germany--(Newsfile Corp. - April 2, 2022) - Fast-growing blockchain protocol [Ariva](#) was highlighted as one of the key drivers of blockchain technology in the tourism sector at the Blockchain For Travel Summit held in Dubai on March 26, 2022.



Ariva Set for Major Adoption

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Quote Lookup




TRENDING

1. Exclusive-Sri Lanka seeking \$3 billion in months to stave off crisis - finance minister
2. UPDATE 1-More evacuations needed from Ukraine's Luhansk as shelling increases - governor
3. Shanghai official says handling of COVID outbreak below expectations as lockdown continues
4. Ukraine Update: Russian Land-Corridor Ambitions Still Thwarted
5. Ukraine Update: Sanctions Against

yahoo!finance

<https://finance.yahoo.com/news/ariva-set-major-adoption-following-215700667.html?guccounter=1>

Ariva continues rapid growth with major milestone at Blockchain Travel Summit in Dubai

by  **News BTC** — 2 weeks ago · In Reading Time: 4 mins read

 nexo



 **Polkadot**
\$19.72




 **Dogecoin**
\$0.1443



 **Avalanche**
\$84.67



 **The Sandbox**
\$2.98



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<https://www.newsbtc.com/press-releases/ariva-continues-rapid-growth-with-major-milestone-at-blockchain-travel-summit-in-dubai/>

More links:

<https://coinmarketcap.com/alexandria/signals/25315>

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<https://twitter.com/btctn/status/1508550389733498887?s=21&t=a4BGzGM0fOmy-LQk4RALhA>

<https://news.bitcoin.com/ariva-mentioned-as-top-project-in-blockchain-for-travel-summit-in-dubai/>

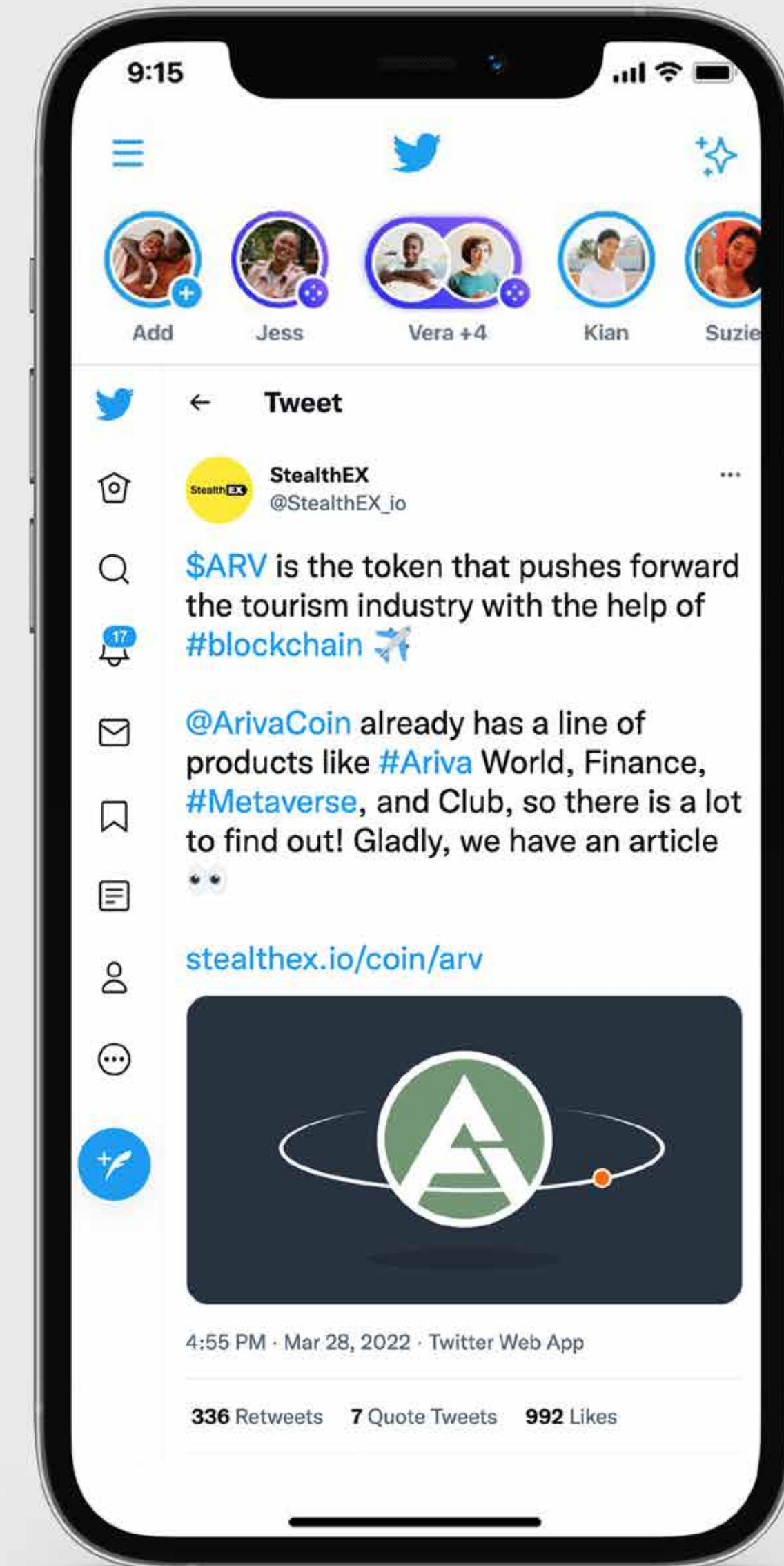
https://twitter.com/news_of_bsc/status/1509214628332638215?s=21&t=WCQZT1O_Q0tgy1nMzTp8tQ

<https://news.gtp.gr/2022/03/30/greece-explores-blockchain-technology-for-tourism-safety/>

<https://www.entrepreneur.com/article/423331>

<https://www.benzinga.com/pressreleases/22/04/26438372/ariva-set-for-major-adoption-following-summit-in-dubai>

<https://www.pattayamail.com/thailandnews/thailand-showcases-digital-transformation-at-global-tourism-forum-2022-in-dubai-393675>





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1 What is necessary for a consumer to do in order to have a good travel experience?

- Travel tickets
- Hotel reservations
- Other type of private transport
- Car rentals
- Boat tours
- Guide services
- Local shopping
- Tour guides
- Booking restaurants

2 Which means a lot of:

- Effort & time lost
- Stress and planning
- 1000 platforms to complete these process.



Ariva Digital

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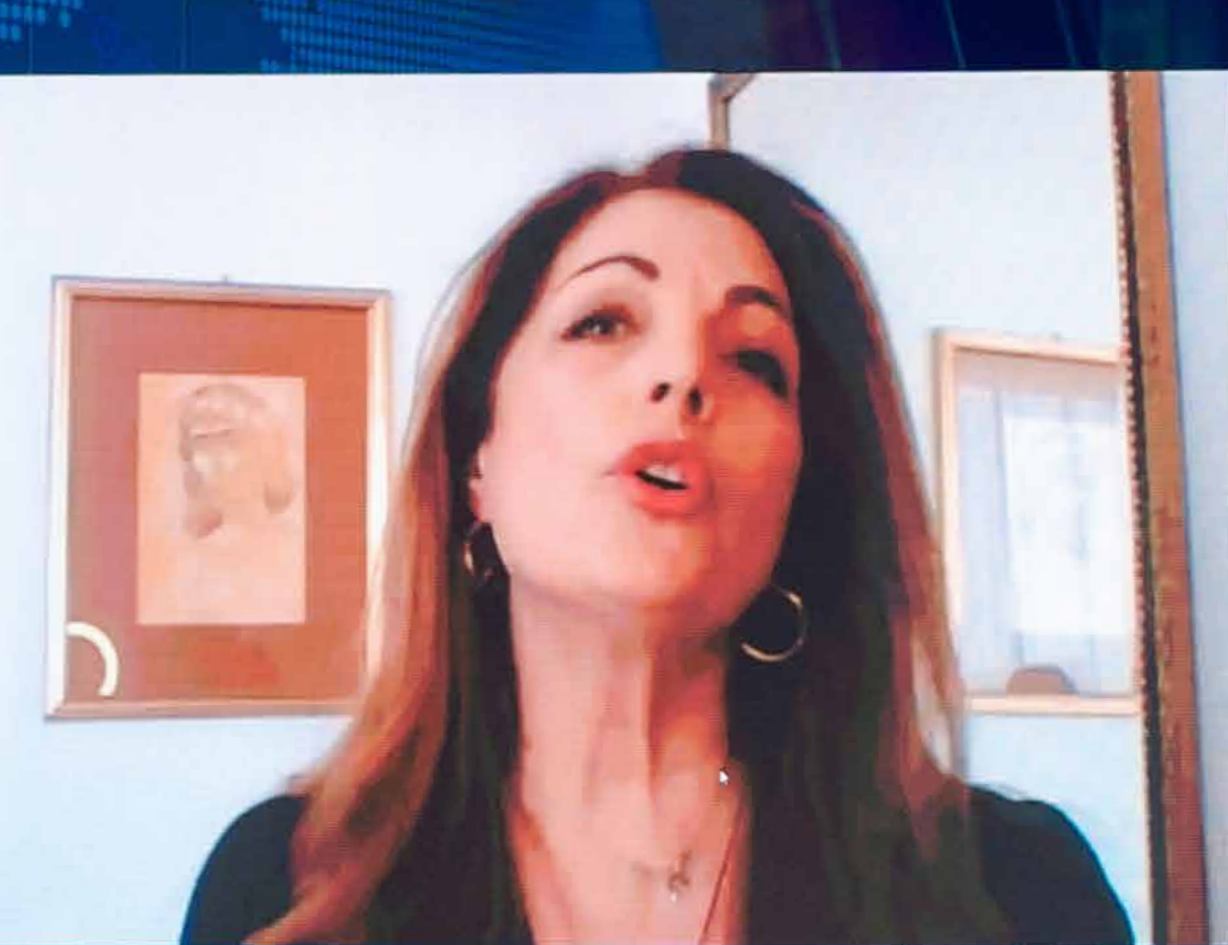
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Angela Gerekou | President
Greek National Tourism
Organization (GNTO)

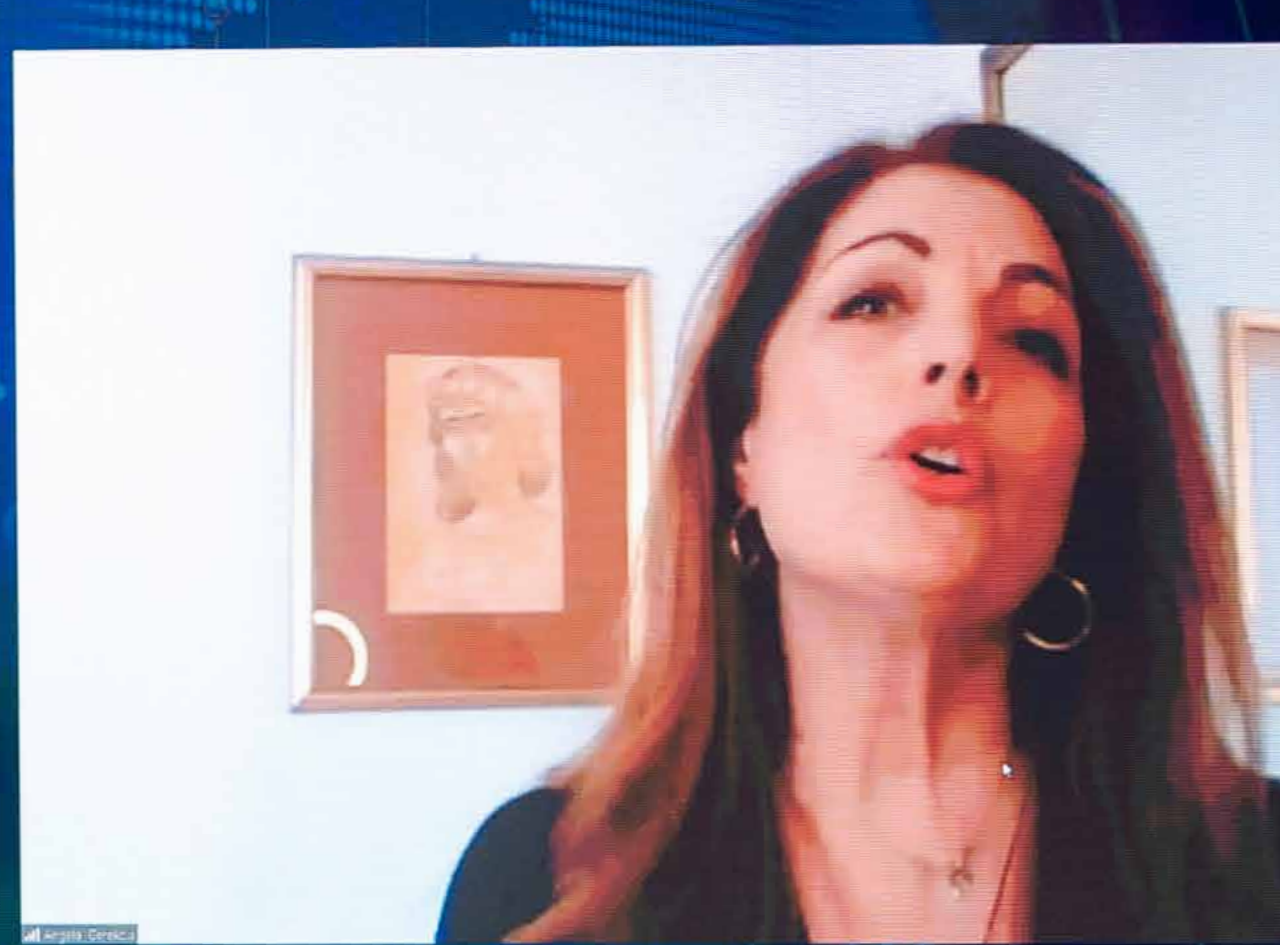
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Angela G

Ariva

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TOURISM
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DUBAI

DUBAI
BLOCKCHAIN SUMMIT

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Ariva Ariva

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BLOCKCHAIN FOR TRAVEL

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