



# ARAC

III NATIONAL CONVENTION | ABRIL 5 | CULTURGEST | LISBON

convencao.arac.pt

## Programme

09.00h Reception/Welcome Coffee

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09.30h **Opening Session**

Paulo Moura - President of ARAC

Francisco Calheiros - President, CTP - Confederation of Portuguese Tourism

Ana Mendes Godinho - Her Excellency, the Secretary of State of Tourism, in representation of His Excellency, the Minister in the Cabinet of the Prime Minister and of Economy

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09.45h **1st Panel | A future without a steering wheel?**

João Pavão Martins - Scientific Coordinator of the Scientific Area of Artificial Intelligence, IST - Instituto Superior Técnico

Trevor Storey - Senior Director Mobility Partnerships, Hertz International

Licínio de Almeida - General Manager VW

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10.30h **2nd Panel | After all diesel is not dead!**

Stefan Bareiss - Section head of advance engineering for exhaust-gas treatment in diesel cars, Robert Bosch GmbH

Elisa Falliti - Policy Adviser for Automotive Affairs - LEASEUROPE

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11.15h Coffee break

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11.30h **3rd Panel | The Digital Changes Everything**

Ricardo Tomé - Director Coordinator, Media Capital Digital

Jorge Marrão - Partner, Deloitte

João Ricardo Moreira - Executive Board Member, NOS Comunicações and Head of Corporate, NOS SGPS

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12.15h **4th Panel | How will Tourism be 5 years from now?**

Francisco Vieira Pita - Member of the Board of Directors, ANA - Aeroportos de Portugal

Bernardo Trindade - Former Secretary of State of Tourism

Pedro Costa Ferreira - President, APAVT - Portuguese Association of Tourism and Travel Agents

Pedro Machado - President, Regional Tourism Authority of Centre of Portugal

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13.00h Lunch

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14.30h **5th Panel | Portugal: From 17 million to 30 million visitors**

Álvaro Covões - Managing Director, Everything is New

Marta Cabral - President, Rota Vicentina - Association for the Promotion of Nature Tourism in the Costa Alentejana and Costa Vicentina (Portuguese Southwest Coast)

Duarte Guedes - Administrator, HR (Hertz Portugal)

Carlos de Melo Ribeiro - Entrepreneur in the fields of Tourism and Agriculture

Francisco Spínola - General Manager for Europe, the Middle East and Africa (EMEA), World Surf League (WSL)

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15.15h **Closing Session**

Joaquim Robalo de Almeida - Secretary-General of ARAC

José Gomes Mendes - First Secretary of State for Mobility

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Moderator: Camilo Lourenço (Journalist and Commentator)