

ITB Deep Dive Sessions 2

Date	Time	Location
March 7, 2019	11:00 - 17:45	CityCube Berlin, Cube Club

The ITB Deep Dive Sessions satisfy the need of ITB trade visitors for an intensive professional exchange with experts in small groups. This is where valuable contacts are made and your individual questions and problems are addressed. The Deep Dive Sessions will focus on the key topics of the ITB Convention 2019.

Hosted by:

[Tobias Klöpf](#), Lead Young TIC, Travel Industry Club

Events

11:00 - 11:45

Keynote Session: NDC And GDS: Opportunities And Challenges For Travel Agents And Airlines

IATA NDC and Direct Connect are massively changing how airline flights are sold. There are completely new opportunities for travel agents and airlines, but many complicated questions are also arising. This session provides insight into the NDC activities of Amadeus, Sabre and Travelport and gives convention visitors a basic understanding of a future key sales policy topic.

Moderated by:

[Prof. Dr. Stephan Bingemer](#), Professor of Business Administration and Tourism, International School of Management Frankfurt (ISM)

Panel guests:

[Stefan Betz](#), Head of Strategy & Commercials, Amadeus NDC-X Program

[Will Owen Hughes](#), Global Head of Airline/Agency Transition, Travelport

[Madhavan Kasthuri](#), Managing Director, EMEA Online Business, Sabre

Tags

[Aviation](#) [Distribution](#) [NDC](#) [Technology](#)

12:00 - 12:45

Interjections: "5 To 12": The Plastics Paradox - Lifestyle Hits Lifestyle

-powered by the Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung e.V.)-

We are both culprits and victims of marine pollution. Three quarters of today's waste in the oceans is plastic. Plastic waste creates enormous damage to nature, the economy and the tourism industry as well. Which solutions and prevention strategies are successful and how can behavioral changes be initiated?

Moderated by:

[Klaus Betz](#), Projectmanagement Dialogues, Institute for Tourism and Development

Panel guests:

[Victoria Barlow](#), Group Environmental Manager, Thomas Cook Group

[Mark Hehir](#), CEO, The Small Maldives Island Co (TSMIC), Amilla Fushi/Finolhu, Maldives

[Wybcke Meier](#), CEO, TUI Cruises

[Martina von Münchhausen](#), Senior Programme Manager Sustainable Tourism, WWF Centre for Marine Conservation

Tags

[Cruise](#) [Ocean pollution](#) [Sustainability](#)

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Kurzfristige Änderungen vorbehalten.



13:00 - 13:45

Asia Outbound: The Untapped Opportunity For Tours & Activities?

- Asian Outbound is skyrocketing, how relevant is this for the T&A market?
- How can suppliers prepare for this opportunity?
- What are best practice examples?

Speaker:

[Cédric Lopez](#), Head of International Sales, Regiondo GmbH

Tags

[Asia Tours & Activities](#)

14:00 - 14:45

Focus On China: Alibaba, Mobile Payment And The Future Of Source Market China

With the ongoing emergence of China's middle class, Chinese travel has been on the rise as well. For those heading abroad, convenience remains a top factor when picking a holiday destination. With more and more Chinese consumers embracing the "mobile only" approach, tourism providers need to adopt online payment methods like Alipay. In his keynote presentation, Terry von Bibra, General Manager Europe of Alibaba Group, will provide insights on how the travel behavior of Chinese consumers is changing and what the tourism industry needs to be doing in order to attract the growing popularity of international travel among Chinese consumers.

Interviewer:

[Prof. Dr. Wolfgang Arlt](#), Director, COTRI China Outbound Tourism Research Institute

Speaker and Interview Guest:

[Terry von Bibra](#), General Manager Europe, Alibaba

Tags

[China Destination management](#) [Customer behavior](#) [Mobile payment](#) [Technology](#)

15:00 - 15:45

Experience Malaysia Healthcare, Embrace Malaysian Hospitality

Malaysia has developed into one of the world's outstanding healthcare destinations. For years, the healthcare industry has been growing at double-digit rates, and the products and services on offer are of the highest quality, with very competitive prices. The session shows how public-private partnerships are designed to open up new opportunities and market potentials and to position Malaysia as the world's leading healthcare destination.

Speaker:

[Sherene Azli](#), CEO, Malaysia Healthcare Travel Council (MHTC)

Tags

[Asia Destinations](#) [Destination management](#) [Medical wellness](#) [Wellness](#)

16:00 - 16:45

How To Use Robots In The Hotel And Tourism Industry

Service robots are certainly one of the "next big things" in global tourism. Hotels, cruise ships and airports are already experimenting with robots. Robots are already experimenting in hotels, on cruise ships and at airports. Thus the tourism industry is faced with the challenge of developing new expertise in robotics and planning, programming, commissioning, maintenance and training. In addition to fundamental questions, like "How does the robot in the hotel actually get to another floor?", this Deep Dive Session also explores the question of how service robots can interact more socially and emotionally in the future.

Interviewer:

[Steffen Hohl](#), Senior Consultant & Managing Director, Yeahmazing

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Speaker and Interview Guest:

[Johannes Fuchs](#), Head of Business Development & Co-Founder, Robotise GmbH

Tags

[Digitalization](#) [Artificial Intelligence](#) [Robots](#) [Trend](#)

17:00 - 17:45

No-deal Brexit?! Consequences For UK Outbound And Inbound Tourism

What will happen to the UK? A no-deal Brexit has become more likely. Euromonitor studies show that tourism spending by the British is stagnating and that important tourism destinations are being hit hard. Which tourism destinations are particularly affected by a no-deal Brexit? What are the implications for UK inbound tourism and tourism services? Find first insights from Euromonitor [here](#).

Speaker:

[Caroline Bremner](#), Head of Travel Research, Euromonitor International

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