

## Alfredo Serrano Chacon

Alfredo Serrano, who obtained the degree of Industrial Engineering by the Polytechnic University of Madrid and holds an MBA from INSEAD (Fontainebleau, France), has a broad professional experience in the cruising industry, since 2002, when he left the industrial sector after having worked in different multinational companies.

Alfredo held the position of Managing Director at the Spanish cruise line Iberojet Cruceros, a division of the Iberostar Group. In 2007 Carnival Corporation & PLC acquired Iberojet and rebranded it to Iberocruceros, where Serrano remained as the Managing Director.

He was responsible for launching the company as a key player in the Spanish travel market by diversifying its customer base and establishing it in South America.

In 2014, and to date, Alfredo was appointed National Director for Spain at Cruise Lines International Association (CLIA) where he represents and gives a voice to the organisation, handles the Public Affairs and strategic engagement with ministries, regional, local administrations and national stakeholders as well as he manages the direct relationship with the CLIA partners.

### Contact data

#### Alfredo Serrano Chacon

National Director  
CLIA Spain



### Event

#### [Partnerships In Sustainable Tourism: Case Studies From The Cruise Industry](#)

Friday, March 8, 2019, 13.00 - 13.45

CityCube Berlin, Cube Club

Official Partner Country ITB Berlin 2019



www.malaysia.travel

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## ITB Berlin Convention / ITB Berlin Kongress

### ITB Cube

#### Hall A

- ITB CSR Day
- ITB Deep Dive Sessions
- ITB Destination Day 1
- ITB Destination Day 2
- ITB Experts Forum Wellness
- ITB Future Day
- ITB Marketing & Distribution Day
- ITB Tourism for Sustainable Development Day

- 6.1** – eTravel World: eTravel Stage, eTravel Start-Up Day

- 7.1a** – Home of Business Travel Forum by ITB & VDR  
 - ITB Business Travel Forum  
 - ITB MICE Forum  
 - ITB MICE Hub

- 7.1b** – eTravel World:  
 eTravel Lab, TTA Forum,  
 ITB Hospitality Tech Forum

- 11.1** – ITB Young Professionals Day

- Palais** – ITB Convention Awards

## Contact

Please contact us for concerns or questions:

### Convention Organisation

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