

**AGENDA**  
**Moldova Tourism Forum 2021**  
**May 27-28**  
**#MTF2021**

Day 1 – 27 May	
10:00 – 10:40 40 min	<p><b>Festive opening</b> Host – Rodica VERBENIUC, General Director - Invest Moldova Agency</p>
	<ul style="list-style-type: none"> <li>• TBC Maia SANDU, President of the Republic of Moldova</li> <li>• TBC Aureliu CIOCOI, Acting Prime Minister of the Republic of Moldova</li> <li>• Zurab POLOLIKASHVILI, Secretary-General of the UNWTO</li> <li>• H.E. Michael B. CHRISTIDES, Secretary General, BSEC PERMIS</li> <li>• H.E. Anna LYBERG, Ambassador of Sweden to the Republic of Moldova</li> <li>• Scott HOCKLANDER, USAID Moldova Mission Director</li> </ul>
10:40 – 11:10 30 min	<p><b>Strategic vision on tourism sector development worldwide</b> Moderator: Doina NISTOR, Chief of Party - Moldova Competitiveness Project, funded by USAID, Sweden and United Kingdom</p>
	<ul style="list-style-type: none"> <li>• Lilia PALII, General State Secretary of the Ministry of Economy and Infrastructure of the Republic of Moldova</li> <li>• Alessandra PRIANTE, Director for Europe of the World Tourism Organization (UNWTO)</li> <li>• Sandra VUJINOVIC, Executive Manager, Permanent International Secretariat of BSEC</li> </ul>
11:10- 11:25 15 min	<p><b>Featured Highlight</b> <b>MOLDOVA: A PLACE TO FIND YOURSELF</b></p>
	<ul style="list-style-type: none"> <li>• Rodica VERBENIUC, General Director - Invest Moldova Agency</li> </ul>
11:25– 12:25 60 min	<p><b>Transformational tourism – lessons for the future</b> Moderator: Ibrahim OSTA, Chief of Party at USAID Developing Sustainable Tourism in Bosnia and Herzegovina &amp; International Tourism Development Expert</p>
	<p>KEYNOTE SPEECH:</p> <ul style="list-style-type: none"> <li>• Diana LAZĂR, Deputy Chief of Party, Wine and Tourism Industry Team Leader, Moldova Competitiveness Project, funded by USAID, Sweden and United Kingdom</li> <li>• Victoria BUCĂȚARU, Executive Director of the National Inbound Tourism Association of Moldova</li> <li>• Răzvan MARC, Policy Assistant, Office of the EU Commissioner for Transport and Tourism at European Commission</li> <li>• Ketevan CHUMBURIDZE, Chief of Party, USAID Zrda Activity in Georgia, funded by USAID</li> <li>• Tine MURN, co-founder New Deal Europe, Balkan countries</li> </ul>

<p><b>12:25– 13:15</b> 50 min</p>	<p><b>Pathway for a Sustainable and Safe tourism</b> Moderator: Elena BALATEL, President of Travel Forever NGO</p>
	<ul style="list-style-type: none"> <li>• TBC, Global Sustainable Tourism Council</li> <li>• TBC, VisitScotland</li> <li>• TBC, Durable Development of Røros, Norway</li> <li>• <b>Ina GLADII</b>, Project Manager at the National Inbound and Domestic Tourism Association of Moldova (ANTRIM)</li> <li>• <b>Elena SCOBIOALĂ</b>, Manager Ecological Movement of Moldova</li> </ul>
<p><b>13:15– 14:15</b> 60 min</p>	<p><b>Moldova — A View from Abroad</b> Moderator: Alex CREVAR, Travel journalist, responsible-tourism advocate, member of the Transformational Tourism Council</p>
	<ul style="list-style-type: none"> <li>• <b>Friedrich PFEIFFER</b>, Orchestra Conductor at Vienna State Opera, Austria</li> <li>• <b>TBC Daniel DORMEYER</b>, Business Director of Publicis Conseil Paris, France</li> <li>• <b>Luiz ALBERTO</b>, CEO &amp; Founder Winelover Community</li> <li>• <b>Ilya VARLAMOV</b>, journalist, vlogger, Russian Federation</li> <li>• <b>Lucas BURETTE</b>, Travel blogger, Belgium</li> <li>• <b>Nadia PASQUAL</b>, Tourism Communication &amp; PR Expert, Italy</li> </ul>
<p><b>14:15– 15:15</b> 60 minutes</p>	<p><b>Celebrities and Diaspora- unfolding Moldova’s spirit to the whole world</b> Moderator: Eugen BOICO, Director Publicis Moldova</p>
	<ul style="list-style-type: none"> <li>• <b>Ion LAZARENCO</b>, Man of the Year 2018, World Open Water Swimming Association, official candidate for the Nobel Peace Prize.</li> <li>• <b>Andrew RAYEL</b>, ranked number 28 in DJ Mag's Top 100 DJ in 2013, winning the title of "highest climber" in the ranking. He is signed under the Armada Music label, co-founded by Armin van Burren</li> <li>• <b>Nata ALBOT</b>, Journalist &amp; Festival Producer, K Lumea Director</li> <li>• <b>Diana HÎNCU</b>, Capacity Development Specialist within EU Global Diaspora Facility</li> <li>• <b>Olesea GUILLARD</b>, owner of “Cuisine de l’Est”, France</li> <li>• <b>Nadejda ZUBCO</b>, Director Diaspora Relations Bureau (BDR)</li> </ul>
<p style="text-align: center;"><b>AWARDING CEREMONY</b> 30 minutes</p>	

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Day 2 – 28 May	
10:00-11.00 60 min	<p><b>Proximity tourism and regional partnership for resilience</b> Moderator – Irina TOLSTOUSOV, Head of Country Brand Promotion Department, Invest Moldova Agency</p>
	<ul style="list-style-type: none"> <li>▪ <b>Emanuela PANKE</b>, President of Iter Vitis Cultural Route of the Council of Europe</li> <li>▪ <b>Dr. Dorothea PAPATHANASIOU-ZUHRT</b>, Heritage Expert</li> <li>▪ <b>TBC Carlo CATANI</b>, Founder of the University of Gastronomic Sciences (UNISG), founder of the “Tempi di Recupero” project</li> <li>▪ <b>Hubert GONERA</b>, C.E.O LandBrand</li> <li>▪ <b>Steliana COJOCARIU</b>, Counselor, International relations and European Affairs in Tourism at the Ministry of Economy, Entrepreneurship and Tourism of Romania</li> <li>▪ <b>Alexandr LiiEV</b>, President of the Hospitality Industry Association of Ukraine</li> </ul>
11:00 -11:40 40 min	<p><b>Moldova Touristic Product diversification: Newcomers 2020</b> Moderator: Vitalie GUȚU, journalist/vlogger “Călătorii cu gust”</p>
	<ul style="list-style-type: none"> <li>▪ <b>Arcadie FOȘNEA</b>, Founder, Crama Mircești</li> <li>▪ <b>Lidia LAZĂR</b>, Administrator, Pension „Casa Bunicului”</li> <li>▪ <b>TBC Zaharia Arama</b>, Owner, Pension Casa Veche</li> <li>▪ <b>Victor CIOLACU</b>, Owner, Pension Conacul Mierii</li> <li>▪ <b>Alexandru JURAVELI</b>, Director CODRU Tourist Complex</li> <li>▪ <b>Vasile SĂRĂTEANU</b>, Administrator, Fuior Gourmet</li> </ul>
11:40 – 12:20 40 min	<p><b>Crisis – the trigger for business model reshape. Events &amp; festivals</b> Moderator: Viorel BARBĂNOUĂ, Executive Director Profile Agency</p>
	<ul style="list-style-type: none"> <li>• <b>Cristina FROLOV</b>, Director of National Office of Wine and Vine, National Wine Day 2020, 19th edition</li> <li>• <b>Dmitri VOLOSHIN</b>, founder of “Sporter” NGO- Rubicon 2021 and Chisinau International online-marathon 2020 organizer</li> <li>• <b>Aurelia COTELNIC</b>, Musical Cocktail organizer, Epoca de Piatră</li> <li>• <b>Anatol BOTNARU</b>, Owner, Eco Resort Butuceni, Open Air events</li> <li>• <b>Castel Mimi</b>, Open Air events</li> </ul>

<p><b>12:20- 13:00</b> 40 min</p>	<p><b>Moldova Touristic Product diversification: Adventure</b> Moderator: Andrei RUSU, CEO GoAdventure Moldova</p>
	<ul style="list-style-type: none"> <li>▪ Alex GUȚAGA, Owner and Founder Kayaking Tours</li> <li>▪ Sergiu ILIESCU, CEO, SUP Moldova</li> <li>▪ Iana MIHEEVA, Marketing Director, Camper Moldova</li> <li>▪ Fiodor EVSTIGNEEV, Travel guide, Azbuca Travel</li> <li>▪ Igor CUZEMA, Director Aero Team Moldova</li> </ul>
<p><b>13:00 – 13:40</b> 40min</p>	<p><b>Financing tools for your touristic business idea in Moldova</b> Moderator: Ion IORDACHI, Deputy General Director, Invest Moldova Agency</p>
	<ul style="list-style-type: none"> <li>• TBC, Ministry of Agriculture, Regional Development and Environment – FNDR &amp; AIPA</li> <li>• TBC Iulia COSTIN, General Director Organization for Small and Medium Enterprises Sector Development (ODIMM)</li> <li>• Andrei DARIE, Programme Specialist, Cluster Lead Inclusive Growth, UNDP Moldova</li> <li>• TBC, World Bank</li> <li>• Austrian Development Agency</li> <li>• USAID Mission in Moldova</li> </ul>
<p><b>13:40 – 14:10</b> 30 min</p>	<p><b>Municipal and regional initiatives through partnerships</b> Moderator: Andrei CRIGAN, Expert Gateway &amp; Partners</p>
	<ul style="list-style-type: none"> <li>• Inga IONESII, Deputy Mayor at the Chisinau Mayorship</li> <li>• Vera GARCHIU, Travel guide, Gagauzia Tourist Information Center</li> <li>• Maria PRISACARI, Director North Regional Development Agency</li> </ul>
<p><b>14:10 – 14:50</b> 40 min</p>	<p><b>Workshop</b> - The Google instruments available to the tourism industry - Flash tourism potential in rural community development</p>
	<ul style="list-style-type: none"> <li>• TBC Global Marketing Partner for Destinations, Google</li> <li>• Elizabeth BALINT, over 20 years of International Expertise in rural tourism and community development in 20 countries, Project Manager Great Lakes Consortium</li> </ul>
<p><b>AWARDING CEREMONY</b> 30 min</p>	