



The Posidonia SEA TOURISM FORUM

International Conference & Exhibition

25 - 26 April 2023 Makedonia Palace, Thessaloniki, Greece

THE RETURN TO GROWTH CHALLENGES AHEAD FOR CRUISE LINES AND DESTINATIONS

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TUESDAY 25 APRIL 2023**09:15 – 09:50 | Morning Coffee – Registration**

Coffee break sponsored by

**09:50 – 10:10 | Welcome Messages****Apostolos Tzitzikostas, Governor, Region of Central Macedonia****Konstantinos Zervas, Mayor, Thessaloniki Municipality****Athanasios Liagkos, Executive Chairman of the BoD & Managing Director, ThPA SA - Port of Thessaloniki****Theodore Vokos, Managing Director, Posidonia Exhibitions SA****10:10 – 11:30 | STATE OF THE INDUSTRY:****The Crucial Role of the Mediterranean in Post-Pandemic Cruising**

- After the traumatic period of the pandemic, how is the cruise restart in the Mediterranean progressing?
- Given that many European destinations experienced very high arrival numbers in the second half of 2022, is it correct to assume cruising will be able to reach 2019's record levels soon?
- The long pause in cruise operations instigated a wide range of damage control maneuvers that called for significant fleet, corporate and financial restructuring. When can we begin to talk about a full recovery for the cruise industry?

Keynote Speech: Pierfrancesco Vago, Executive Chairman, Cruise Division, MSC Group*Global Chairman, Cruise Lines International Association (CLIA)***Speakers**

- **Figen Ayan, President, MedCruise**
- **Marie-Caroline Laurent, Director General, Cruise Lines International Association (CLIA) Europe**
- **Wybcke Meier, CEO, TUI Cruises GmbH**
- **Chris Theophilides, CEO, Celestyal**
- **Yu Zenggang, Chairman, Piraeus Port Authority SA**

Moderator: Grant Holmes, Global Sector Head, Cruise and Super Yacht Industry, Inchcape Shipping Services**11:30 – 11:50 | Networking Coffee Break**

Coffee break sponsored by

**11:50 – 13:10 | Growth Challenges for Cruise Lines and Destinations**

- As tourism begins to regain its pre-pandemic rhythm, sustainability and overcrowding challenges will also return to the forefront for many popular destinations. How will this impact future itinerary design and guest satisfaction?
- Is berth allocation enough of a solution to ease pressure on marquee destinations?
- Alternatively, could cruise lines, central & local governments, private sectors and ports cooperate to develop and promote enough destination alternatives to better disperse call traffic and mitigate the impact on marquee ports?
- How can public and private investments be channelled toward port and tourism infrastructure development more effectively? What are the key areas to focus on so as to ensure a given destination's capacity to meet both operational needs and passenger expectations in a satisfactory and sustainable way?

Welcome Message: Paraskevi Patoulidou, Deputy Regional Governor, Region of Central Macedonia*President, Thessaloniki Tourism Organisation***Speakers**

- **Agnes Brochet, Director, Destination Research, Development & Planning, Silversea Cruises**
- **George Koumpenas, President, Hellenic Cruise Ship Owners & Associated Members' Union**
Chief Operating Officer, Celestyal
- **Ukko Metsola, Vice President, Government Relations, EMEA, Royal Caribbean Group**
- **Michael Pawlus, Director, Strategic Itinerary & Destination Planning, Azamara Cruises**
- **Gianluca Suprani, SVP Port Development & Shoreside Activities, MSC Cruises**

Moderator: Holly Payne, Editor Video Production & Deputy Editor, Seatrade Cruise

13:10 – 14:10 | *Networking Lunch*

14:10 – 15:25 | **CLIA EUROPE SESSION: Pathways to Net Zero**



- The imperative need to decarbonize is a challenge faced by the entire maritime sector. The cruise industry has stated its commitment to pursuing net zero carbon cruising by 2050. What are the pathways available to achieve net zero, and what are the challenges that need to be overcome?
- The three pillars of environment, social, and governance (ESG) offer a framework to measure and understand how sustainably an organization is operating. How can these principles be put into practice?
- Covering topics ranging from decarbonization, port infrastructure and safety requirements, to the Poseidon principles, this session will offer practical examples of implementation, and a guide through the maze to net zero

Speakers

- **Linden Coppell**, *Vice President, Sustainability & ESG, MSC Cruises*
- **Calypso Diareme**, *Global Head, Cruise Logistics, ATP*
- **Antony Vourdachas**, *Principal Engineer, Global Sustainability Center Athens, ABS*

Moderator: Sascha Gill, Vice President, Sustainability, Cruise Lines International Association (CLIA)

15:40 | *Thessaloniki Port Visit (pre-registration required)*

WEDNESDAY 26 APRIL 2023

09:15 – 09:50 | *Morning Coffee – Registration*

09:50 – 10:00 | **Welcome Messages**

Olympia Anastasopoulou, General Secretary of Tourism Policy and Development, Ministry of Tourism, Hellenic Republic

10:00 – 11:20 | **Infrastructure Solutions for Ports - Environmental & Sustainability Challenges**

- What are the required actions by all ports in order to comply with the EU's "Fit for 55" 2030 deadline for reduced greenhouse gas emissions? In this regard, what exactly -if anything- is required in the case of very small transit cruise ports and islands?
- In this regard, what exactly -if anything- is required in the case of very small transit cruise ports and islands?
- What fixed docking solutions are there to accommodate larger ships in smaller ports and islands without impacting on the destination's aesthetic value and distinct characteristics?
- If only a tender approach is possible, what solutions are there to improve anchorage conditions, safety, comfort and overall passenger experience?
- How can multi-purpose smaller ports adapt to seasonal cruise calls? How effective is the use of moveable infrastructures?

Region of Central Macedonia Presentation

- **Elisavet Siaridou**, *Department of Tourism Promotion, Directorate of Tourism, Region of Central Macedonia*

Keynote Presentation: Socioeconomic impact of cruising on Thessaloniki: Presentation of a Thessaloniki Port Authority and Thessaloniki Tourism Organisation study contributing to a better understanding of the benefits of cruising for the local community.

- **Thanos Pallis**, *Professor, Department of Maritime Studies, University of Piraeus*

Speakers

- **Manolis Alevropoulos**, *Vice President, Marine Operations, Celebrity Cruises*
- **Spyros Almpertis**, *Vice President, Port Operations, Itinerary Planning and Fuel Management, Crystal Cruises*
- **Aziz Gungor**, *East Med Ports Regional Director, Global Ports Holding PLC | General Manager, Kusadasi Cruise Port*

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- Minas Papadakis, Chief Executive Officer, Heraklion Port Authority
 - Theodora Riga, Chief Commercial Officer & Director of Strategic Communications, ThPA SA-Port of Thessaloniki
- Moderator: Alex Napp, Managing Director, PWL Port Services

11:20 – 11:40 | **Networking Coffee Break**

11:40 – 13:00 | **The Appeal of Venturing to Non-Mainstream Destinations: Luxury & Expedition Cruising leading the Way**

- The smaller sized cruise ships operated by luxury and expedition brands are capable of calling at a much wider range of cruise ports. Does the inclusion of more lesser-known and frequented destinations enhance itinerary appeal and overall guest satisfaction?
- Some of these newer cruise destinations may lack the tourism sophistication and infrastructure of more popular ports, but they can offer genuine travel experiences. Is this a plus or a minus for a luxury brand?
- New trends in cruiser expectations include more active shore experiences, as well as tours that focus on sustainability, environmental sensitivity, deeper immersion into local culture and other special features unique to a given destination. How important is the ability to offer such an array of shore options to niche cruise lines?

Speakers

- Michele Bosco, Manager, Shore Excursions and Operations Europe, Africa and Middle East, Princess Cruises
- Mark Robinson, Senior Vice President Cruise Operations, Scenic Luxury Cruises and Tours
- Sacha Rougier, Head of Itinerary Planning and Destination Experiences, Explora Journeys
- Constantine Venetopoulos, Director, Communications & PR, Variety Cruises

Moderator: Grant Holmes, Global Sector Head, Cruise and Super Yacht Industry, Inchcape Shipping Services

12:30 – 14:00 | **PARALLEL WORKSHOP** – Seminar Room Amfitrion **Cruiseway Travel & MSC Cruises** **Affordable Luxury Cruise Vacations for the Greek Market**

Speakers

- Angelo Capurro, Executive Director, MSC Cruises
- Tatiana Hambas, President & CEO, Cruiseway Travel



13:00 – 14:00 | **Networking Lunch**

14:00 – 15:30 **The Public Image of the Super Yacht Industry and the Reality behind the Industry**

Organised by the European Committee for Professional Yachting (ECPY) and the Hellenic Committee for Professional Yachting (HCPY)

- Addressing the negative impression of yachting with the general public
- Yachting's potential financial impact on the country's economy
- Local impact of yachting
- What needs to be done to create an environment that will encourage yachting to Greece and the role ECPY can play in facilitating change
- Employment opportunities and the future of yachting

Speakers

- Rosemary Pavlatou, President, Hellenic Committee for Professional Yachting (HCPY)
- Oscar Siches, Member GMBA, Global Marine Business Adviser | ICOMIA's first Golden Cleat award receiver
- Thierry Voisin, President, European Committee for Professional Yachting (ECPY)

Moderator: Nikolaos Patsiokas, COO, BWA Yachting



14:00 – 15:30 | **PARALLEL WORKSHOP** – Seminar Room Amfitrion

CRUISE SALES: How can Travel Agents benefit from increased demand for Cruise Holidays

In association with CLIA and FedHATTA, the Federation of Hellenic Associations of Tourist & Travel Agencies



- Maintaining the integral role of the Travel Agent in the Cruise Sales chain in today's digital environment
- Celestyal Cruises' homeporting in Thessaloniki presents exciting sales opportunities for local Travel Agents
- The importance of the East Mediterranean for Royal Caribbean Cruise Line's regional growth plans
- The General Sales Agent - A key player in generating B2B cruise sales
- Creating Fly-Cruise programs around the world for the discerning Greek traveller

Speakers

- **George Athanassiou**, *Consultant Business Development, Cruiseway Travel & Travelway Tourism Associate Director, Board of Airline Representatives Greece (BAR Greece) Founder, Turnkey•Ready Consulting*
- **Massimiliano Gianvenuti**, *Key Account Manager IRs Israel, Greece, Turkey, Cyprus, RCL Cruises Ltd*
- **Andy Harmer**, *Director, CLIA UK & Ireland*
- **Vasilis Karachalios**, *Country Manager Sales, Celestyal*
- **Andreas A. Stylianopoulos**, *President, Navigator Travel & Tourist Services Ltd*

Moderator: Chrissie Palassis, Partner, CTM Hellas

13:00 – 18:00 | **YES to SEApping Forum**

13:00 – 14:00 | **YES to SEApping** tour at the exhibition stands and discussion with their representatives

14:00 – 15:30 | Attendance 'The public image of the super yacht industry and the reality behind the industry' session

15:30 – 18:00 | **YES to SEApping Forum 2023**

'YES to SEApping Forum 2023' aims to inform young people about the evolving Blue Economy by covering both Shipping and Sea Tourism Industries, two sectors of crucial importance for the economy and development of our country.

'YES to SEApping Forum 2023' has invited representatives of shipping organizations and institutions so that the young participants of Northern Greece can gain a global view of the breadth of the industry and the opportunities that shipping offers across its entire spectrum.

Speakers

- **Kostis Achladitis**, *Managing Director, Golden Cargo | 2nd Vice President, Piraeus Chamber of Commerce & Industry*
- **Christina Bezantakou**, *CEO, KEFI SA*
- **Maria Deligianni**, *National Director - Eastern Mediterranean, Cruise Lines International Association (CLIA)*
- **Costis Frangoulis**, *Founder & CEO, FRANMAN | President, International Propeller Club Port of Piraeus*
- **Panagiotis Mallios**, *Managing Director, Seabright | Vice President, HEMEXPO*
- **Nikolaos Mavrikos**, *President & Managing Director, Mavrikos Imports SA*
- **Dr. George Pateras**, *Deputy Chairman, Contships Management | President, Hellenic Chamber of Shipping*
- **Elpi Petraki**, *Chartering / Operations / Business Development Manager, ENEA Management Inc President, WISTA International*
- **Gina Polemi**, *Office Manager-Business Development Director, BWA Yachting | BoD Member, Piraeus Chamber of Commerce & Industry | Vice President, HCPY | President, Greek Private Yacht's Representatives Association*
- **Theodora Riga**, *Chief Commercial Officer & Director of Strategic Communications, ThPA S.A.-Port of Thessaloniki*
- **Lyssandros Tsilidis**, *President, Federation of Associations of Tourist & Travel Agencies of Greece (FedHATTA)*

Moderator: Danae Bezantakou, CEO, Navigator Shipping Consultants | Concept-Founder, YES Forum