



# THE INTERNATIONAL FORUM ON SUSTAINABLE TOURISM & INNOVATION

Thriving Together: Sustainable Events & Tourism



**9<sup>TH</sup> DECEMBER 2024**  
**PHAROS UNIVERSITY**  
ALEXANDRIA (MOHAMED RAGAB HALL)



**ICOM** GROUP  
Business with Intelligence!

# PROGRAM

**10:00 – 10:30**

**OPEN CEREMONY**

**10:30 - 11:00**

KEYNOTE

SPEAKER

**ARTIFICIAL INTELLIGENCE (AI): A POWERFUL TOOL IN HOSPITALITY**

**MR. ASHRAF MOMEN**

GENERAL MANAGER-RED SEA  
ADVANCED COMPUTER TECHNOLOGY (ACT)

**11:00 - 11:45**

PANEL

MODERATOR

PANELISTS

**ARTIFICIAL INTELLIGENCE IN HOSPITALITY, TOURISM & EVENTS INDUSTRY**

**PROF. RASHA ABDEL AZIZ**

PROFESSOR & HEAD OF BIS DEPARTMENT- AASTMT

**PROF. ABIR ANANY**

COMMUNITY SERVICE AND ENVIRONMENTAL AFFAIRS VICE DEAN  
MISR UNIVERSITY FOR SCIENCE AND TECHNOLOGY

**PROF. NEVINE MAKRAM LABIB**

CHAIR OF COMPUTER & INFORMATION SYSTEMS DEPARTMENT

**MR. TAMER HAFEZ**

MANAGING EDITOR OF BUSINESS MONTHLY MAGAZINE

**11:45 - 12:30**

PANEL

MODERATOR

PANELISTS

**ALEXANDRIA: A TOURISM POWERHOUSE**

**DR. AZZA IBRAHIM**

FORMER UNDERSECRETARY OF THE MINISTRY OF TOURISM & ANTIQUITIES  
ALEXANDRIA GOVERNORATE

**DR. AHMED EL SHEIKH**

BAVLY TRAVEL CHAIRMAN

**DR. EMAN SHARAF**

REGIONAL AUTHORITY FOR TOURISM PROMOTION PRESIDENT , ALEXANDRIA OFFICE

**MR. MOHAMED SAAD**

REGIONAL AUTHORITY FOR TOURISM PROMOTION FORMER GENERAL DIRECTOR  
ALEXANDRIA OFFICE

**DR. NADIA KHEDR**

GENERAL SUPERVISOR OF ALEXANDRIA AND RASHID MUSEUMS

**12:30-13:00**

KEYNOTE

SPEAKER

**THE IMMERSIVE LEARNER: A NEW PARADIGM FOR  
EDUCATION AND TRAINING IN TOURISM**

**PROF. ALEX GIBSON**

PROFESSOR & HEAD OF DISCIPLINE DIGITAL MARKETING, SCHOOL OF MARKETING AND  
ENTREPRENEURSHIP, FACULTY OF BUSINESS, TECHNOLOGICAL UNIVERSITY DUBLIN

**13:00-13:30**

**BREAK**

**13:30-14:15**

PANEL

MODERATOR

**SUSTAINABLE TOURISM & GREEN INVESTMENTS: CASE STUDIES &  
IMPLICATIONS FOR THE HOSPITALITY, TOURISM & EVENTS INDUSTRY**

**PROF. CORMAC MCMAHON**

HEAD OF FINANCE / PROJECT DIRECTOR TECHNOLOGICAL UNIVERSITY DUBLIN

PANELISTS

**DR. ABDELWAHAB MOHAMED**

MINISTRY OF TOURISM AND ANTIQUITIES GENERAL MANAGER  
ALEXANDRIA OFFICE

**MR. MOHAMED EL SAADY**

GRAND PLAZA HOTEL GENERAL MANAGER

**MR. MOHAMED YOUSSEF**

RAMASSIDE TOURS CEO

**ASSOC. PROF. TAMER EL - SAWY**

ASSOCIATE PROFESSOR, FACULTY OF TOURISM & HOTEL  
MANAGEMENT, PHAROS UNIVERSITY

**MR. WALID MENESSI**

CHIEF OPERATING OFFICER, ICOM GROUP

**14:15-14:45**

KEYNOTE

**COLLABORATIVE EVENT PARTNERSHIPS: AMPLIFYING  
SUCCESS THROUGH STRATEGIC ALLIANCES**

SPEAKER

**DR. AHMED EL SHAL**

ICOM GROUP CHAIRMAN

**14:45-15:15**

KEYNOTE

**NEW TECHNOLOGIES FOR CONSERVATION & ECOTOURISM**

SPEAKER

**PROF. JON BRUNO**

EXECUTIVE DIRECTOR / CEO

THE INTERNATIONAL ECOTOURISM SOCIETY / RAINFOREST CONNECTION

**15:15-15:30**

KEYNOTE

**ENABLING SUSTAINABLE EXECUTION ON THE HUMAN  
CAPITAL STRATEGY FOR MEA**

SPEAKER

**MR. HUBERT UMMELS**

FUTURE LEADER CHALLENGER FOUNDER & INITIATOR

**MS. MARVY RIEDER**

DIRECTOR FUTURE LEADERS CHALLENGE

**15:30-16:15**

PANEL

**BRIDGING THE GAP BETWEEN TOURISM, EVENTS INDUSTRY & ACADEMIA:  
STIMULUS FOR FUTURE RESEARCH COMMUNICATION AND COLLABORATION**

MODERATOR

**MR. JEYHUN NASIBBAYLI**

FOUNDER OF HOSPIFY & DIRECTOR OF REVENUE STRATEGY FOR  
ROTANA HOTELS GROUP

PANELISTS

**MS. ABI DOLLEY**

L&D PROFESSIONAL / CONSULTANT

**MR. ASHRAF MOAMEN**

GENERAL MANAGER

ADVANCED COMPUTER TECHNOLOGY (ACT)

**MR. KASUN ABEYNAYAKA**

CINNAMON HOSPITALITY ACADEMY, CINNAMON HOTELS AND RESORTS

**MRS. SHERINE KAMAL**

CHIEF HUMAN RESOURCES OFFICER, ICOM GROUP

**DR. SOPHIA LASHEHAB**

DOCTORATE RESEARCHER, FACULTY OF BUSINESS  
UNIVERSITY OF GREENWICH

**16:15-16:30**

**IFSTI AWARDS PROGRAM**

## UNDER PATRONAGE



## STRATEGIC PARTNERS



## INDUSTRY PARTNERS



## ACADEMIC PARTNERS



### ICOM GROUP

#### North Africa Offices

Alexandria : 2 Masged El Asdekaa St., Smouha - Egypt  
Cairo : 17 Emarat El Madfaeya, Nasr City - Egypt  
Tel. / Fax : (+203) 420 4849 / 424 9072  
Call Center: (+2) 0120 800 0270

Website : [www.icomgroup.org](http://www.icomgroup.org)

#### Gulf Offices

Dubai : Damac Business tower 1 - Business Bay - UAE  
Landline: +971 44307892  
Manama: Unit 1221, Building 15, Road 3801 - Kingdom of Bahrain  
Landline: +973 33662996

#### Europe Office

Germany: Bienenstr.29 - Hofheim.Germany  
Landline: +49 17660605136