

Porto & Douro

CRUISE Forum 2017

CALL AND PROMOTE



24th
May 2017

PORTO CRUISE
TERMINAL

Cruise tourism as a driving force for regional development

CRUISE TOURISM DEVELOPMENT
IN PORTO • AN INDUSTRY FOR THE FUTURE.

How to maximize the impact of the cruise calls

Turn around vs daily call

The importance of promoting the source market



Co-financed by the European Union
Connecting Europe Facility

Keys for a sustainable development



The river as key factor

CRUISE TOURISM DEVELOPMENT IN PORTO.
AN INDUSTRY FOR THE FUTURE.



DRAFT PROGRAMME:

09:00 OPENING SESSION

- **Emílio Brógueira Dias**, Board Chairman at AUTHORITY OF DOURO, LEIXÕES AND VIANA DO CASTELO
- **Eduardo Pinheiro**, President at MATOSINHOS MUNICIPALITY
- **Fernando Freire de Sousa**, President of NORTH PORTUGAL REGIONAL COORDINATION AND DEVELOPMENT COMMISSION (CCDRN-N)

09:30 PRESENTATION - THE PORTO CRUISE TERMINAL

- **Helena Gomes Fernandes**, Commercial and Marketing Manager of the AUTHORITY OF DOURO, LEIXÕES AND VIANA DO CASTELO

09:45 STATE OF THE WORLDWIDE CRUISE INDUSTRY

- **Alfredo Serrano**, National Director CLIA

10:00 PRESENTATION - POSITION OF PORTUGAL IN WORLDWIDE ITINERARIES: TRANSIT, INTERPORTING AND EMBARKATION/DISEMBARKATION POINT

- **Luís de Carvalho**, CEO BA EUROPE

10:15 1ST PANEL - PORTO AND PORTUGAL AS CRUISE DESTINATION AND IN WORLDWIDE ITINERARIES

- Moderator: **Luís de Carvalho**, CEO BA EUROPE
- **Alessandro Carollo**, Head of Port Operations ROYAL CARIBBEAN, AZAMARA & CELEBRITY CRUISES
- **Javier Marin**, Itinerary Planning Director PULLMANTUR CRUISES
- **Matteo Busilacchio**, Operations & Product Supervisor Mediterranean INTERCRUISES SHORESIDE AND PORT SERVICES
- **Catarina Rawes**, Managing Director JAMES RAWES NAVIGATION LTD.

11:30 Coffee Break

12:00 2ND PANEL - PORTUGAL AS A SOURCE MARKET

- Moderator: **Virginia Lopez**, CEO CRUISESNEWS MEDIA GROUP - INTERNATIONAL CRUISE SUMMIT
- **Rafael Fernández-Álava**, Director Marketing and Communication Spain & Portugal COSTA CROCIERE
- **Eduardo Cabrita**, General Manager Portugal MSC CRUISES
- **Jose Blanco**, Vice President Commercial PULLMANTUR CRUISES
- **Francisco Teixeira**, CEO MELAIR - Royal Caribbean representative
- **Agustin Quesada**, CEO MUNDOMAR CRUCEROS - Princess Cruises & Cunard Line representative for Spain and Portugal
- **Jose Espartero**, Sales & Marketing Manager Spain & Portugal RYANAIR

CRUISE TOURISM DEVELOPMENT IN PORTO.
AN INDUSTRY FOR THE FUTURE.



13:15 Lunch

14:30 PRESENTATION - DOURO INLAND WATERWAY

- **Vasco Silva**, Head of Promotion of Douro Inland Waterway PORT AUTHORITY OF DOURO, LEIXÕES AND VIANA DO CASTELO

14:45 PRESENTATION - RIVER CRUISING IN EUROPE

- **Ana Paula Mesquita**, Managing Director MAGELLAN

15:00 3RD PANEL - RIVER CRUISING IN DOURO

- Moderator: • **Ana Paula Mesquita**, Managing Director MAGELLAN
- **Captain Hugo Bastos**, DOURO AZUL
- **Maria Andrada**, Dir. General Portugal SCENIC - LUXURY CRUISES & TOURS
- **Ricardo Mendez Silva**, Dir. Operations CROISIEUROPE
- **Paulo Fonseca**, Managing Director VIKING RIVER CRUISES
- **José Sampaio**, CEO FEELDOURO

16:15 4TH PANEL - DOURO A TOURISM ACTIVITY ON THE RISE

- Moderator: **Virginia Lopez**, CEO CRUISESNEWS MEDIA GROUP - INTERNATIONAL CRUISE SUMMIT
- **Jan Erik Ringertz**, FLADGATE
- **Paula Sousa**, QUINTA NOVA
- **Samuel Guimarães**, DOURO MUSEUM
- **Duarte Pinheiro**, ROTA DO ROMÂNICO
- **Manuel Cabral**, PORT AND DOURO WINE INSTITUTE

17:15 Closing & Port Wine Sunset

CRUISE TOURISM DEVELOPMENT IN PORTO.
AN INDUSTRY FOR THE FUTURE.



LUIS DE CARVALHO, CONFERENCE DIRECTOR AT PORTO & DOURO CRUISE FORUM - CEO BA EUROPE



Luis de Carvalho is the CEO of Bermello Ajamil & Partners Europe (B&A Europe), the worldwide leader in port and destination development for cruise and maritime responsible for 75% of the projects done worldwide.

Luis started his career in 1986 with Premier Cruise Lines and RCCL in Miami. He then spent 12 years with Crystal Cruises, being their LA based Corporate Port Coordinator overseeing shore side operations globally while inspecting new ports and destinations.

From 2005 on he served as: National Director Cruise Operations in Ultramar Express / TUI Spain based in Barcelona, Director of Cruise Operations in Tumlare Corporation and Director of Cruise Operations in Kuoni Destination Management based in Copenhagen.

After gathering knowledge and experience from all angles of the industry he started his own consulting firm Consult DC in 2009 to better serve the global cruise community and in 2013 merged Consult DC with top US 200 architecture firm Bermello Ajamil & Partners Inc. to form B&A Europe.

In 2016 B&A Europe won the prestigious Seatrade Supplier of the Year Award and it is currently involved on several projects involving Northern European, Baltic Sea, Mediterranean, Atlantic, Indian Ocean and West African regions. The talent, resources and experience of B&A team continue to garner praise and attention worldwide and only assure B&A's place at the top of the industry for years to come.

Luis is also a regular organizer, key speaker and moderator of international conferences, cruise seminars and workshops.

VIRGINIA LOPEZ VALIENTE, MANAGING DIRECTOR AT PORTO & DOURO CRUISE FORUM - MANAGING DIRECTOR CRUISES NEWS MEDIA GROUP



Virginia Lopez Valiente is the owner and Managing Director of Cruises News Media Group, a company dedicated to communication, marketing and promotion of the Cruise industry.

Cruises News Media Group edits the magazine Cruises News and organises annually the International Cruise Summit, the Cruise Excellence Awards, Cruise Forums and Cruise Trainings. Virginia has spent most of her two-decade career leading departments of commercial, marketing and operations in international companies of various sectors such as transport, hospitality and consultancy.

Before founding Cruises News Media Group, she held various managerial posts in companies such as DHL, Panalpina Global Transport, Air Express International, Thomas International and IPS Consultants and was Director of Operations for Spain and Portugal at Hospitality Marketing Concepts, an American multinational of marketing and loyalty programs for luxury hotels and chains.

She has a degree in Business Administration, International Trade and Marketing and completed her executive program (PGD) in Marketing Management and Strategic Management at the British School of Management Sciences in London.

Virginia is the publisher and editor of Cruises News (the magazine) following on from the pioneering work by the founder of the magazine and the company.