

MedCruise PDC 2021

Adapting to the new cruise reality



April 26 / April 28

10.30 • 13.30 CET
(Central European Time)

#PortsTogether

#PDC2021



In cooperation with



CONFERENCE DIRECTORS AND MAIN SPEAKERS:

- **Luis de Carvalho**, CEO BERMELLO AJAMIL & PARTNERS EUROPE
- **Virginia López Valiente**, CEO CRUISES NEWS MEDIA GROUP

Guest speakers:

- **Miguel Reyna**, Chief Development and Asset Management Officer CRUISE SAUDI
- **Damien O'Connor**, Executive Vice President & General Manager VIKAND TESTING SOLUTIONS
- **Bob Allen & his team**, Founder & Chief Storytelling Officer IDEAS ORLANDO
- **Adam Coulter**, Managing Editor CRUISE CRITIC UK

WHO IS WHO



Luis de Carvalho

Luis de Carvalho is the CEO of Bermello Ajamil & Partners (B&A) Europe. He is one of the leading Port and Destination Development Planners in the World. He has an extensive career in the cruise and travel industry spanning over 35 years and including positions with Premier Cruise Line, Royal Caribbean Cruise Line, Hilton Hotels, Crystal Cruises, TUI AG, Tumlare Corporation, Kuoni DMC and Consult DC.

His expertise includes delivering cruise market and financial assessments, cruise destination development plans; port, marina and cruise facility master planning; cruise terminal design; itinerary planning support; development of cruise business and marketing strategies. His experience covering more than 450 ports and destinations around the world allows him to understand the logistics and requirements involved in the delivery of a successful cruise port and destination.

Notable projects include: India National Cruise Development Plan; Balearic Islands Strategic Cruise Development Plan; Dublin Port Cruise Facilities Master Plan; Cape Verde Destination Development; Canary Islands Strategic Cruise Tourism Plan; Hamburg Cruise Master Plan; Copenhagen Terminal 4 Master Plan; Cherbourg Cruise Development Plan; Tarragona Cruise Development Plan, Mauritius Cruise Terminal; La Rochelle Strategic Vision for Cruise, amongst others.

B&A Europe is currently involved on several projects in Northern Europe, Baltic Sea Region, Mediterranean, Middle East, South East Asia, Indian Ocean, and Atlantic regions.

Luis is also a regular speaker at international cruise and tourism events with more than 60 appearances in the last 12 years.



Virginia López Valiente

Virginia Lopez Valiente is the owner and CEO of Cruises News Media Group, a company dedicated to communication, marketing, consultancy and promotion of the Cruise industry. She is also the owner and organiser of the International Cruise Summit and the Cruise Excellence Awards. Virginia as communicator and expert of the cruise industry is called to moderate or participate in panels, events and education of cruise tourism. She is also the chief editor and director of the magazine CruisesNews and advisor for organizations with interest in the cruise industry.

Virginia has spent most of her 25 year's 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.



Damien O'Connor

Damien O'Connor is a reputed expert in the cruise industry who has recently appointed EVP and GM of Vikand. Most recently served as SVP hotel operations, on-board revenue, newbuild and fleet modernization for Silversea Cruises, based in Monaco. Before Silversea, he held various management positions at Royal Caribbean International, Celebrity Cruises, Disney Cruise Line and Carnival Cruise Line.



Miguel Reyna

Miguel Reyna is Cruise Saudi's Chief Development & Asset Management Officer, where his specialization in collaborating with in-market stakeholders to establish win-win solutions that enable cruise infrastructure will guide Cruise Saudi's long-term planning and development objectives. Miguel is a well-respected industry expert committed to promoting long-term cruise industry growth while embracing sustainable cruise tourism principles.

In 2019, Miguel became Royal Caribbean Group's (RCG) Global Head of Business Development and Construction. Prior to that he was the Associate Vice President of Commercial Development & Construction. Miguel was responsible for initiating, planning, and developing port investments in the most important cruise markets around the world. Most notably, he directed the implementation of the "Crown of Miami", RCG's iconic cruise terminal at PortMiami, a Miami landmark.

Miguel also served as Director of Port Business Development & Asset Management, a position he held from April 2013 to July 2018. In this role, Miguel was responsible for the growth of the company's cruise port real estate investments. The role involved negotiating agreements with governments and partners to nurture start-ups and existing businesses that are tasked to operate cruise ports.

As a board member representing RCG's interests in various port investments, Miguel provided direction to 8 port investment companies located in the United States, Caribbean, Europe, Asia, and South East Asia. Miguel often speaks at various cruise industries conferences to share best practices and promote cruise infrastructure investments and their benefits.



Bob Allen

Bob Allen is IDEAS' Chief Storytelling Officer, bringing more than 40 years of experience, media, and brand design expertise to important projects across the globe. During his 25 year tenure with The Walt Disney Company, Bob worked in executive leadership positions with live entertainment design and operations at both Disneyland and Walt Disney World, theme-park show design for Walt Disney Imagineering, film and television production both for the Disneyland International division and later as the project lead for the development, planning and build-out of The Disney-MGM Studios, where he directed the complete \$40M studio-side design/build program. In 1988 he successfully opened the studio and launched an international marketing strategy attracting syndicated and network television series and feature film customers. Clients included Viacom, The Disney Channel, Nickelodeon, Warner Television, Buena Vista Television, and major features including John Turteltaub's "Instinct" starring Anthony Hopkins and Cuba Gooding Jr., and mini-series such as Tom Hank's HBO production of "From the Earth to The Moon."

In 1991 he became Vice President of Disney Production Services Inc. and launched Disney i.d.e.a.s. evolving it into a full-service production company. In July of 2001, Bob formed Integrity Arts and Technology Inc. and completed a management buyout of IDEAS from the Walt Disney Company. The buyout allowed IDEAS to retain Disney as a client while also broadening its market scope and facilitating the creation of original story-based content for converged media uses. Since 2001, IDEAS has successfully brought our distinctive brand of storytelling to destinations and organizations across the globe.



Adam Coulter

Adam Coulter is Cruise Critic's U.K. managing editor and has been cruising for nearly 25 years. Since his first cruise, he's continued to tick off items on his bucket list, cruising to destinations like northern Norway to see the Northern Lights and the Galapagos to dive with sharks. Recognized as a top expert in the industry, Adam regularly shares his expertise on industry panels and in a range of media outlets including the BBC, Daily Mail, Daily Express and Travel + Leisure.