



**GLOBAL  
TOURISM  
FORUM**

**ANNUAL MEETING  
2022 - INDONESIA**  
BALI, 17-18 NOV.

**EVENT REPORT**





With the  
Support  
of



WORLD  
TOURISM  
FORUM  
*Institute*



wonderful  
indonesia 





Annual Meeting 2022 has been held  
under the High Patronage of

**Joko Widodo**  
**President of the Republic of Indonesia**

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# Overview

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Global Tourism Forum Annual Meeting 2022 Indonesia is Asia Pacific's largest tourism event bringing together the key players of tourism and its parallel industries, politicians, digital influencers, investors and experts to reshape the path through industry's future. GTF's Annual Meeting 2022 has taken place during two days in Bali on November 17-18, with the C-level representatives of travel, tourism.



**Annual Meeting**  
Indonesia 2022  
Bali, 17-18 November





## Why Bali?

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Bali is one of the most popular destinations in this world. Its charm is not only on tourists but also on digital nomads and expats. A magical blend of culture, people, nature, activities, weather, culinary delights, nightlife, and beautiful accommodation. Bali is rated as one of the best travel destinations in the world by countless websites, review portals, and travel magazines each year for very good reasons.



# Executive team for Annual Meeting 2022 Indonesia

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**Sandiaga Uno**

Minister of Tourism and  
Creative Economy of the  
Republic of Indonesia



**Dr. Taleb Rifai**

Secretary General of WTFI,  
Former Secretary General  
of UNWTO



**Bulut Bagci**

President of World Tourism  
Forum Institute



**Dr. Sapta Nirwandar**

Chairman of Indonesia  
Tourism Forum

**WORLD  
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FORUM**  
*Institute*



**itf**  
INDONESIA TOURISM FORUM



# Organizers

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# ABOUT THE

**WORLD  
TOURISM  
FORUM**  
*Institute*

In collaboration with our host nations, the World Tourism Forum Institute is reshaping economies through tourism development. We do this by working with countries that have untold tourism stories to share, as well as countries with already established tourism industries that are seeking to drive the narrative about their current and future success. Our aim is to reduce the negative impact of tourism, by increasing the more positive impact of sustainable development goals in tourism globally.

As the leading international tourism development and investment brand, the World Tourism Forum Institute, is a London, UK-based organisation, committed to promoting countries in the fields of tourism development, economic growth, FDI through tourism investments, and human resource development within the industry.

The World Tourism Forum Institute creates a legacy for the host country, by way of carefully selected and tailor-made initiatives aiming to promote the country's image internationally, create greater visibility and determine the industry's objectives through soft power. These experiences - from Global Tourism Forum conferences, WTFI's masterclasses, and international media promotions - are designed to strengthen the nation's brand abroad, as well as highlight the importance of the tourism sector in the economic landscape.



# ABOUT THE



Based In Jakarta – Indonesia, we are a non-profit organization that focuses on promoting Indonesia Tourism and support the industry to become excellent. We are associated with world tourism forum institute as our global partner.

## **Mission of ITF**

- 1- Promoting Indonesian tourism in the local and global community
- 2- Creating Collaborative-Competitive ecosystem for tourism industry in Indonesia
- 3- Driving the development of tourism destination in Indonesia
- 4- Connecting and Partnership with global organization like World Tourism Forum institute (WTFI), World Travel and Tourism Council (WTTF), UNWTO, or DinarStandard
- 5- Platform to share information and knowledge regarding tourism in global or national scale
- 6- Providing information and strengthen the global network for business opportunity and investment in Indonesia tourism.
- 7- Encourage and enrich Indonesian tourism human resources by conducting training, conference and webinars.



# Statistics

Numbers for 2 Days of  
Annual Meeting 2022

762k

Online  
Views

55

Speakers &  
Moderators

14+

Hours of Content

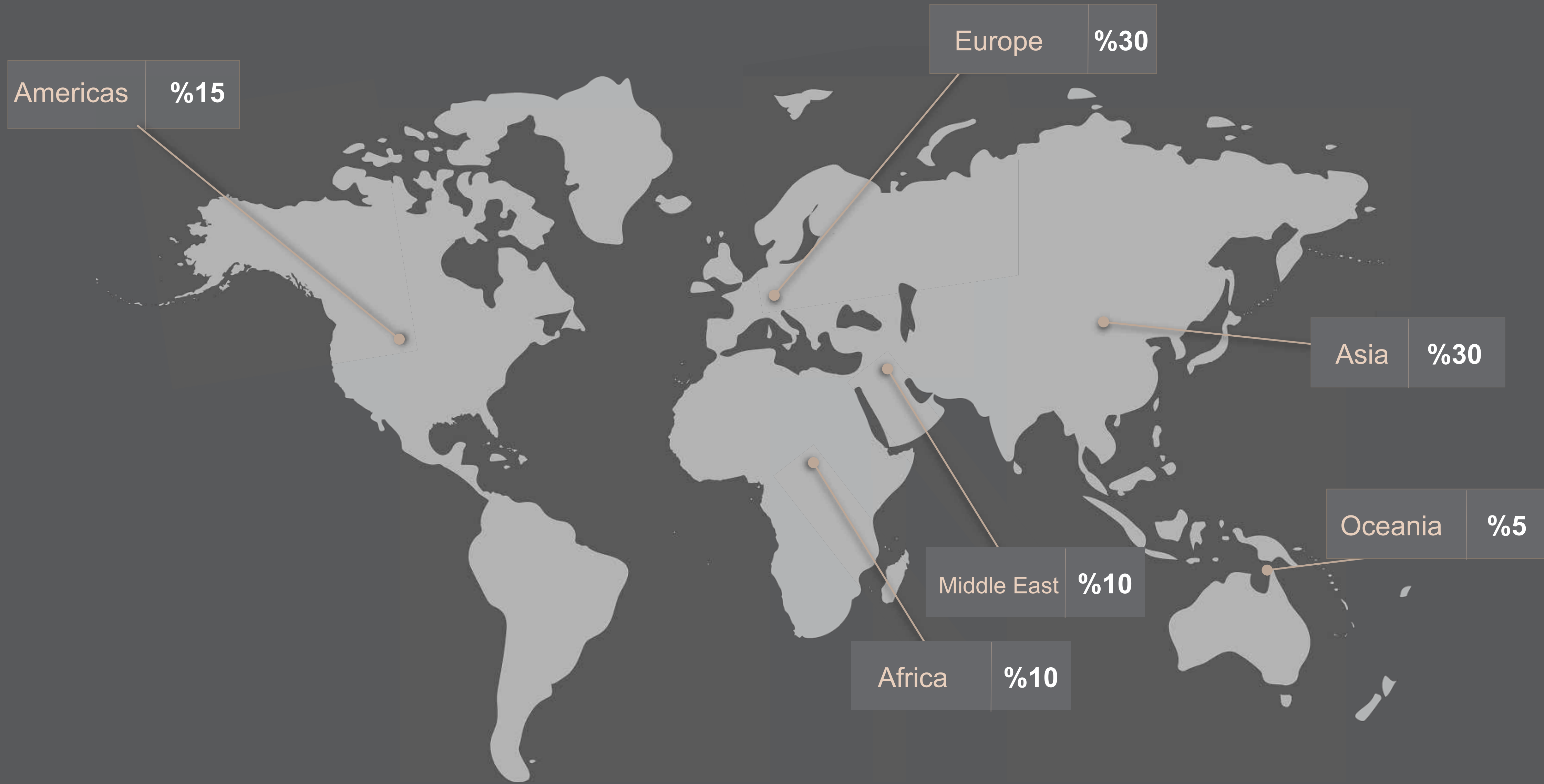
264

Registered  
Delegates

30+

Countries





Geographical Breakdown of Online Broadcast Viewers



# Peak moments during online broadcast

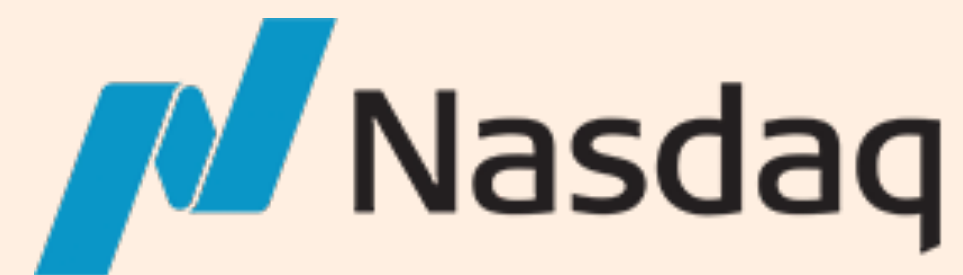


| Session Title   | Views          |
|---|----------------|
| <p><b>The Sandbox Tourismverse</b><br/> <b>How Metaverse is Reshaping the Tourism Industry”</b></p> <p>Arslan Kiran, Head of Growth Turkey/Germany/MENA, The Sandbox</p>  | <b>132,000</b> |
| <p><b>The G20 in Motion</b></p> <p>Dr. Sandiaga Salahuddin Uno, Minister Tourism and Creative Economy of the Republic of Indonesia</p>  | <b>108,000</b> |
| <p><b>Opening Ceremony</b></p> <ul style="list-style-type: none"> <li>- Dr. Sapta Nirwandar, Chairman of ITF</li> <li>- Bulut Bagci, President WTFI</li> <li>- Dr. Sandiaga Salahuddin Uno, Minister Tourism and Creative Economy of the Republic of Indonesia</li> </ul>   | <b>87,000</b>  |
| <p><b>Digital Transformation: The Traveler Experience of the future (Blockchain, etc)</b></p> <ul style="list-style-type: none"> <li>- Claudia Tapardel, Global Public Speaker, Former Member of the European Parliament</li> <li>- Josianne Cutajar, Member of the European Parliament</li> <li>- Alphonzus Widjaja, Chairman of Indonesia Shopping Center Association</li> <li>- Zeynep Utku, Co-Founder of GLOBART</li> <li>- Adi Satria, Senior Vice President Operations and Government Relations at ACCOR</li> <li>- Sam Woollard, CMO, Travala.com (confirmed)</li> <li>- CHRIS KERIN MD, ATTIA – Asia Travel Tech Association</li> </ul> <p>Moderator: Moderator: Adesewa Josh, Journalist, TRT World</p> | <b>63,000</b>  |
| <p><b>Metaverse – Explore the World virtually</b><br/> <b>Visibility of the destinations, a new way of engaging with customers</b></p> <p>Quoc Bao Ngo, Founder &amp; CEO MyReality &amp; Beyond</p>  | <b>58,000</b>  |



# Media Key Studies

## Media Partners







# Annual Meeting 2022

On Global Media



<https://www.nasdaq.com/press-release/global-tourism-forum-gtf-bali-encourages-more-tourism-collaboration-and-cooperation>



MARKET ACTIVITY

NEWS + INSIGHTS

SOLUTIONS

ABOUT

## Global Tourism Forum (GTF) Bali Encourages More Tourism Collaboration and Cooperation

PUBLISHED

NOV 21, 2022 12:27PM EST



Jimbaran, Bali--(Newsfile Corp. - November 21, 2022) - The 2022 Annual Meeting Global Tourism Forum (GTF) was officially opened by Minister of Tourism and Creative Economy of Indonesia Sandiaga Uno at the Movenpick Hotel Bali, which was attended by the tourism industry from all over the world, 32 international speakers, and 20 speakers from Indonesia.

The World Tourism Forum Institute entrusted Indonesia Tourism Forum (ITF) to organize the Global Tourism Forum as an annual agenda.

Prof. Dr. Sapta Nirwandar SE, Chair of the ITF, expressed his gratitude to the Sandiaga Uno and his staff who supported this event after the G20 grand event in Nusa Dua, Bali.

"I also thank the pioneers of Bali tourism, such as Al Purwa, Paul Tallo, and practitioners Herna Danuningrat, Wiendu Nuryanti, and all the heads of the national tourism industry association who have helped make this event possible and shared their knowledge for the revival of tourism as speakers at this forum," he wrote.

According to Sapta, the G20 meeting also discussed how important mangroves are to becoming a tourist attraction and continuing sustainable tourism, which is now a global concern.

"In current GTF, we are discussing the future of tourism to make it stronger through collaboration with world tourism institutions to metaverse technology that can be utilized in the tourism industry."







# Annual Meeting 2022

On Global Media



HOME MAIL NEWS FINANCE SPORTS ENTERTAINMENT LIFE SEARCH SHOPPING YAHOO PLUS MORE...

**yahoo!finance** Search for news, symbols or companies

Finance Watchlists My Portfolio Crypto Yahoo Finance Plus News Screeners Markets Videos Personal Finance Industries Contact Us

U.S. markets closed

|   |   |  |   |   |  |
|---|---|--|---|---|--|
| <b>S&amp;P 500</b><br>4,027.26<br>+23.68 (+0.59%) | <b>Dow 30</b><br>34,194.06<br>+95.96 (+0.28%) | <b>Nasdaq</b><br>11,285.32<br>+110.91 (+0.99%) | <b>Russell 2000</b><br>1,863.52<br>+3.08 (+0.17%) | <b>Crude Oil</b><br>77.62<br>-0.32 (-0.41%) | <b>Gold</b><br>1,756.10<br>+10.50 (+0.60%) |
|---|---|--|---|---|--|


newsfile

## Leaders Come Together in Bali for Global Tourism Forum Annual Meeting 2022

**Newsfile Corp.**  
November 16, 2022 · 1 min read

Bali, Indonesia--(Newsfile Corp. - November 15, 2022) - London based World Tourism Forum Institute, one of the most prestigious global Tourism organizations, is organizing the Global Tourism Forum Annual Meeting 2022 between 17-18 November in Bali, Indonesia.

All tourism leaders come together to discuss the future of the travel and tourism sector after COVID-19. Bali is one of the most important destinations hosting Global Tourism Forum Annual Meeting right after the G20 Leaders' Summit.



Jose Ramon Bauza – Member of European Parliament

To view an enhanced version of this graphic, please visit:

**TRENDING**

1. EU Aims for Russian Oil Price Cap Deal Amid Split Over Aim
2. Amazon to shut down online learning academy in India
3. Binance's Zhao flags possible \$1 billion for distressed assets- Bloomberg News
4. Riksbank Rate Now at 14-Year High After 75 Basis-Point Salvo
5. 777 Partners to Buy Windhorst Stake in Berlin Football Club

<https://finance.yahoo.com/news/leaders-come-together-bali-global-020900363.html>





# Annual Meeting 2022

On Global Media

# BENZINGA

<https://www.nasdaq.com/press-release/global-tourism-forum-gtf-bali-encourages-more-tourism-collaboration-and-cooperation>

## Global Tourism Forum (GTF) Bali Encourages More Tourism Collaboration and Cooperation

by [Newsfile](#)

November 21, 2022 12:27 PM | 4 min read



Jimbaran, Bali--(Newsfile Corp. - November 21, 2022) - The 2022 Annual Meeting Global Tourism Forum (GTF) was officially opened by Minister of Tourism and Creative Economy of Indonesia Sandiaga Uno at the Movenpick Hotel Bali, which was attended by the tourism industry from all over the world, 32 international speakers, and 20 speakers from Indonesia.

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# Annual Meeting 2022 | On Local Media

## IDN TIMES

GLOBAL TOURISM FORUM

77 BALI

NEWS BUSINESS SPORT AUTOMOTIVE TECH REGIONAL LAINNYA

Home > News > Bali > Sandiaga Uno Berharap Global Tourism Forum Jadi Solusi Nyata 19 Nov 22 | 10:15

### Sandiaga Uno Berharap Global Tourism Forum Jadi Solusi Nyata

Diharapkan dapat pulihkan pariwisata pasca pandemik



GTF-AM yang berlangsung di Bali dibuka langsung Menteri Pariwisata dan Ekonomi Kreatif, Sandiaga Uno (Dok. IDN Times/Istimewa)

Verified  
Ni Ketut Wira Sanjiwani

Share to Facebook Share to Twitter

Badung, IDN Times - Global Tourism Forum - Annual Meeting (GTF-AM) 2022 kembali diselenggarakan di Bali, tepatnya di Movenpick Resort & Spa Jimbaran Bali, Kabupaten Badung. Acara yang berlangsung selama dua hari pada Kamis (17/11/2022) dan Jumat (18/11/2022) ini diselenggarakan oleh Indonesia Tourism Forum (ITF) berkolaborasi dengan World Tourism Forum Institute (WTFI).

<https://bali.idntimes.com/news/bali/ni-ketut-wira-sanjiwani/sandiaga-uno-berharap-global-tourism-forum-jadi-solusi-nyata>


## FORTUNE INDONESIA

MARKET BUSINESS FINANCE NEWS TECH SHARIA LUXURY EVENT RANKING

SEARCH

### GTF 2022 Pertemuan Bisnis Pariwisata dengan Investor

Pertemuan GTF 2022 akan perkuat industri pariwisata dunia.



BY BAYU PRATOMO HERJUNO SATITO 18 November 2022

Jakarta, FORTUNE – Dalam semangat kolaborasi KTT G20, pertemuan tahunan Global Tourism Forum (GTF) 2022 tengah digelar di Bali. Forum tersebut salah satunya berisi agenda pertemuan para pelaku bisnis dengan para investor untuk keberlanjutan perekonomian di sektor pariwisata dunia.

Menteri Pariwisata dan Ekonomi Kreatif (Menparekraf), Sandiaga Salahuddin Uno, mengatakan, pertemuan GTF 2022 bisa jadi sarana penguatan kemitraan publik dan swasta, dalam mendorong investasi dan pembangunan infrastruktur yang berkelanjutan. Pertemuan ini juga dapat melatih dan

Most Popular

NEWS  
**Apa Itu Sesar Cimandiri yang Diduga Jadi Pusat Gempa Cianjur?**  
22 November 2022

NEWS  
**Tarif Tol Jakarta Bandung 2022 Lengkap Per Gerbang Tolnya**  
23 November 2022

NEWS  
**BCA, Bank Mandiri hingga**

<https://www.fortuneidn.com/business/bayu/pertemuan-gtf-2022-pertemuan-bisnis-pariwisata-dengan-investor>

## kumparan

kumparanTravel Cari di sini...


News Entertainment Tekno & Sains Otomotif Buzz Woman Mom Food & Travel Bola & Sports Bisnis

Trending kumparanPLUS Opini & Cerita Peringkat Penulis Berlangganan kumparanPLUS Informasi Kerja Sama Cara Menulis d

Beranda > Food & Travel

### Kuliner hingga Fashion Khas Indonesia Dihadirkan di Global Tourism Forum 2022

kumparanTRAVEL 21 November 2022 18:04 · waktu baca 2 menit



Menparekraf RI Sandiaga Salahuddin Uno secara langsung membuka Global Tourism Forum 2022 di Jimbaran, Bali pada Kamis (17/11/2022). Foto: Kemenparekraf

Indonesia sukses menyelenggarakan Global Tourism Forum Annual Meeting 2022 di Bali, pada 17-18 November 2022 lalu. Sebagai tuan rumah, Indonesia menghadirkan beragam budaya lokal dalam forum berskala internasional ini.

Ada alasan khusus mengapa pihak penyelenggara menghadirkan berbagai budaya khas Indonesia di Global Tourism Forum Annual Meeting 2022. Hal ini bertujuan untuk memperkenalkan Indonesia

<https://kumparan.com/kumparantravel/kuliner-hingga-fashion-khas-indonesia-dihadirkan-di-global-tourism-forum-2022-1zIA0voDlcU/2>



# Annual Meeting 2022

## Outdoor Promotion

As part of our promotional campaign, guests arriving at the airport have been welcomed to indonesia by billboards and outdoor advertisements strategically placed on major roads in Jakarta and Bali.











# Annual Meeting 2022

## Social Media Overview

**1.3m**  
Impressions

**723K**  
Views /  
Estimated reach

Instagram

**18,624**  
Impressions

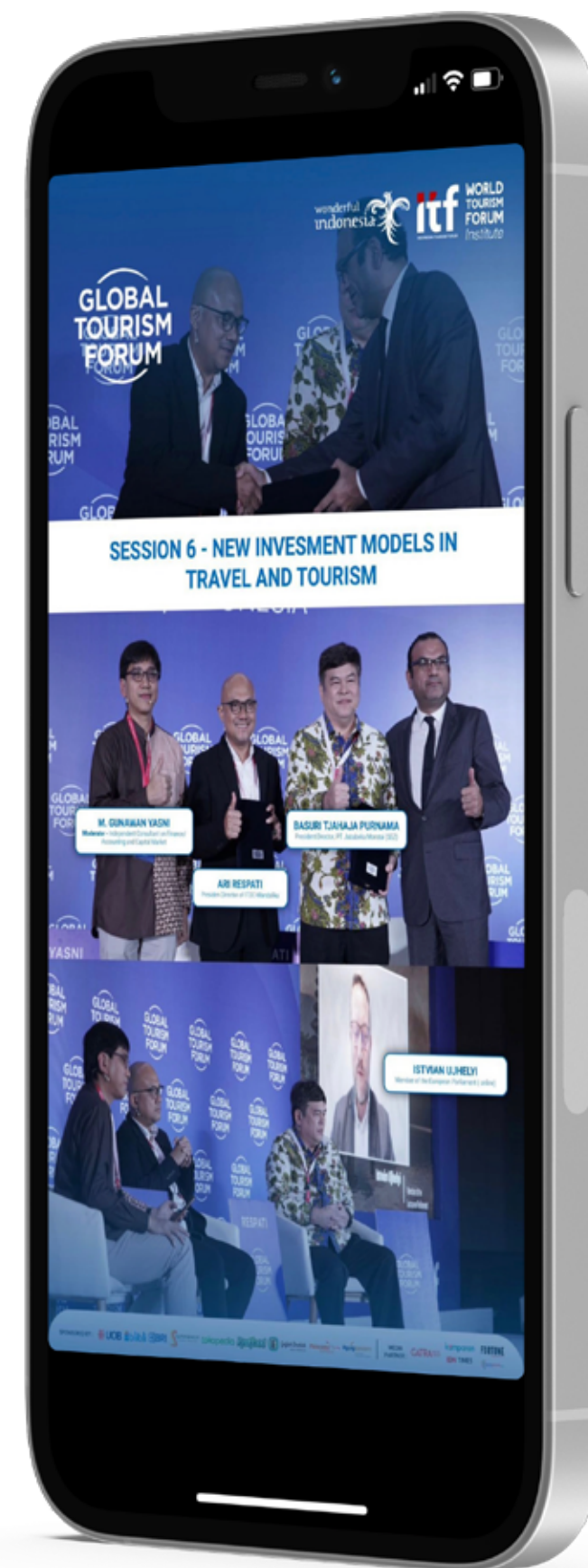
**2.24%**  
CTR avg.  
**3.72%**  
Engagement avg.

LinkedIn

**140,732**  
Impressions

**42,516**  
Unique viewers  
/potential reach

Twitter





# Flow Of The Program

## 15 Nov. Tuesday

- Arrivals

## 16 Nov. Wednesday

- Arrivals
- Welcome reception

## 17 Nov. Thursday

- Opening Ceremony
- Exhibition Area
- Forum - Sessions
- B2B Lounge
- Cultural Night / Influencer Night

## 18 Nov. Friday

- Exhibition Area
- Forum - Sessions
- B2B Lounge
- Closing Ceremony

## 19 Nov. Saturday

- Post Trip
- Departures

## 20 Nov. Sunday

- Departures



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# Speakers and Topics

The World Tourism Forum Institute and Global Tourism Forum tap into their vast network to bring leaders and top-level executives together at the GTF events. We collaborate with our host countries to invite the most appropriate guests of the highest possible calibre.

Our events attract some of the most notable names and faces in the world as VIP speakers.



## Master of Ceremonies

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**Gilda Sagrado,**  
Bali Bamboo Architecture  
& Bali Online Healing



**Adesewa Josh,**  
Journalist, TRT World

## Opening Ceremony

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**Dr. Sandiaga  
Salahuddin Uno**  
Minister Tourism and  
Creative Economy of the  
Republic of Indonesia



**Bulut Bağcı**  
President of WTFI



**Dr. Sapta  
Nirwandar**  
Chairman of ITF

## The G20 in Motion

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**Dr. Sandiaga  
Salahuddin Uno**  
Minister Tourism and  
Creative Economy of the  
Republic of Indonesia

## Keynote Speech

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**Dato Paduka Lim  
Jock Hoi**  
Secretary General,  
ASEAN

## Keynote: The Sandbox Tourismverse – How Metaverse is Reshaping the Tourism Industry

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**Arslan Kiran**  
Head of Growth Turkey/  
Germany/MENA, The  
Sandbox

## Keynote: The Future of Post Pandemic Public Transportation

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**Budi Karya  
Sumadi**  
Minister of Transportation  
of the Republic of  
Indonesia

## Session 1 – Restoring Connectivity to Recover

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Moderator

**Adesewa Josh,**  
Journalist, TRT World



**Conrad Clifford**  
Senior Vice President &  
Deputy Director General,  
IATA



**Liz Ortiguera**  
CEO, Pacific Asia Travel  
Association PATA



**Irfan Setiaputra**  
CEO of Garuda Indonesia



## Special Address

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**Tan Sri Dr  
Rebecca Sta**

Executive Director, APEC  
Secretariat

## Keynote: Better Travel and Tourism, Better World

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**Jeremy  
Oppenheim**

Founder & Senior Partner  
at Systemiq

## Session 2 – Exploring the Future of Sustainability and Community value across Travel

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Moderator

**Jeremy  
Oppenheim**

Founder & Senior Partner  
at Systemiq



**Joel Katz**

Managing Director, CLIA  
Australasia & Asia



**Yang Li**

Head of Public Affairs,  
APAC Booking.com



**Brune Poirson**

Chief Sustainability  
Officer, Accor

## Keynote: An Integrated Tourism Ecosystem : Why it matters more today than ever.

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**Kusumo Martanto**

CEO Bilbli

## Session 3 – Exploring the Future of Sustainability and Community value across Travel

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Moderator

**Gunawan Yasni**

Independent Consultant  
on Finance/Accounting  
and Capital Market



**Paul Endmundus  
Tallo**

Chairman Indonesia  
Inbound Tourism  
Association (IINTOA)



**Armand  
Steinmeyer**

Vice President of  
Business Development,  
The Ascott Limited



**Elena Kountoura**

Member of the European  
Parliament



**Adi Satria**

Senior Vice President  
Operations and  
Government Relations at  
ACCOR



Moderator

**Gilda Sagrado**

Bali Bamboo Architecture  
& Bali Online Healing



**Prof. Wiendu  
Nuryanti**

Gajah Mada University,  
Vice Minister for Culture



**Dr. Taleb Rifai**

Secretary General WFTI

## Special Interview : Is Tourism a Driver of Gender Equality?

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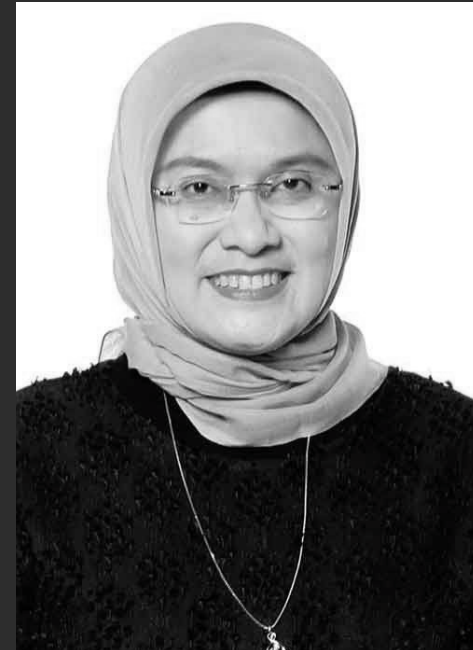
## Day 1 Closing Remarks

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**Day 2  
Welcome  
Remarks**

**Session 4 – Rebuilding MICE  
and Business travel**



**Tjokorda Oka  
Artha Ardana  
Sukawati**  
Vice Governor of Bali



Moderator

**Adesewa Josh**  
Journalist, TRT World



**Anna Gladman**  
Chief Executive Officer,  
nib Travel



**Pauline Suharno**  
Association of Indonesia  
Travel Agent (ASTINDO)



**Jose Ramon  
Bauza**  
Member of the European  
Parliament



**Minh Duc Ngo**  
Chairman of ASIA DMC



**Adrien Marie**  
General Manager  
Movenpick Resort & Spa  
Jimbaran in Bali

**Keynote: Asia Pacific update in hotel  
performance and development and  
factors influencing the recovery**

**Special Session – New wave of  
Indonesia Tourism**



**Jesper Palmqvist**  
Senior Director – Asia  
Pacific – STR



Moderator

**Bulut Bağcı**  
President WTFI



**Budi Tirtawisata**  
CEO, PT. Panorama  
Sentrawisata



**Haryadi  
Sukamdani**  
Chairman of Indonesia  
Tourism Board (GIPI)



**Eddy Krismeidi**  
Director of Air Asia,  
Indonesia & President of  
ASEANTA



**Ida Bagus Ngurah  
Wijaya**  
Founder of Bali Village  
and Former Chairman of  
Bali Tourism Board



**Special Message: “Going Paperless in Traveling Using ABCD- X Technologies.”**



**On Lee**

CEO & CTO GDP Labs

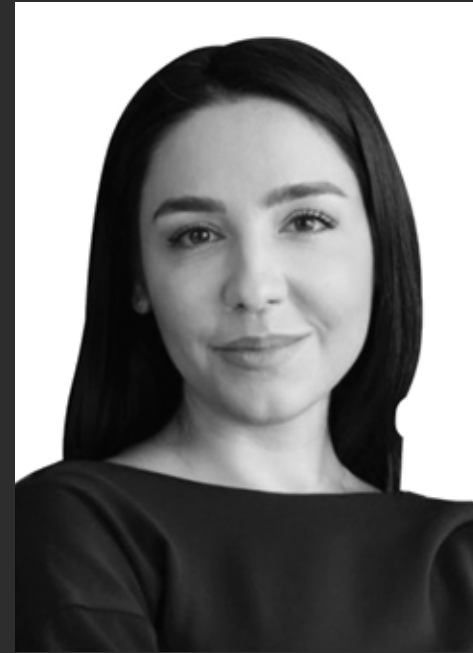
**Session 5 – Digital Transformation: The Traveler Experience of the future (Blockchain, etc)**



**Moderator**

**Anna Gladman**

Chief Executive Officer,  
nib Travel



**Claudia Tapardel**

CCO of Ariva, Global  
Public Speaker, Former  
Member of the European  
Parliament



**Alphonzus Widjaja**

Chairman of Indonesia  
Shopping Center  
Association



**Zeynep Utku**

Co-Founder of GLOBART



**Sam Woollard**

CMO, Travala.com



**CHRIS KERIN**

MD, ATTIA – Asia Travel  
Tech Association

**Session 6 – New Investment Models in Travel and Tourism**



**Moderator**

**Gunawan Yasni**

Independent Consultant  
on Finance/Accounting  
and Capital Market



**Ari Respati**

Presiden Director of  
ITDC-Mandalika



**István Ujhelyi**

Member of the European  
Parliament



**Poernomo  
Siswoprasetyo**

CEO of Banten West Java  
TDC



**Quoc Bao Ngo**

Founder & CEO  
MyReality & Beyond

**Keynote: Metaverse – Explore the World virtually, visibility of the destinations, a new way of engaging with customers**



## Special Interview

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**Bulut Bağcı**  
President of WTFI



**Ismail Ertug**  
Member of the European Parliament

## Keynote Speech: Rebuild Tourism Ecosystem Pasca Pandemic Dimas

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**Surya Yaputra**  
CCO, Tiket.com

## Special Session – Impact Investing: Trends and Opportunities

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**Yulia Stark**  
Moderator  
Founder and President of  
the European Women's  
Association



**Geraldine Low**  
Investor and  
Entrepreneur Founding  
& Managing Partner at  
Berioza Associates



**Dr Valerie Levine**  
CEO Imperial Green  
Capital, green project  
investor UK



**Peta Milan**  
Founder / Principal  
Henmil Group Family  
Office



# Gallery

Main Program

















# Annual Meeting BALI, INDONESIA

















# Gallery

Cultural Night













# Contact and Secretariat

## Sponsorship

be.partner@worldtourismforum.net

## Secretariat

**Bariş Kahrıman**

+90 5334055617 (Whatsapp)

[www.globaltourismforum.org](http://www.globaltourismforum.org)

