

PROGRAM

Tuesday, June 10- Hotel Real Intercontinental, San Jose – Meeting Room: Real

2.30pm – 2.40pm	Official Opening of the 12th Latin American Politicians Forum on Meetings Tourism Arnaldo Nardone, Director of FIEXPO Exhibitions Group
2.40pm – 2.50pm	Welcome Words – Minister of Tourism of Costa Rica – William Rodríguez.
2.50pm – 3.00pm	"The Purpose that Unites Us: The Strategic Role of Associations in a Changing World" – Arnaldo Nardone, Director FIEXPO Exhibitions Group.

In a constantly evolving global landscape, associations play a crucial role in leadership, collaboration, and community building within the meetings industry.

3.00pm – 3.20pm	Open Dialogue with Global Association Leaders an open space for dialogue
	among leaders of major global associations, aimed at discussing the
	fundamental purpose that guides these organizations and their role in
	connecting people, governments, destinations, and businesses to develop
	solutions.

3.20pm Introduction by the moderator.

3.25pm – 3.40pm TOPIC1 – "Geopolitics in Tension: New Realities for the Meetings Industry"

In a global context shaped by geopolitical tensions, emerging conflicts, and a shifting international order, the meetings industry is challenged to rethink its strategy and adaptability. Are destinations ready to manage geopolitical impacts in their promotional and event attraction strategies? What needs to be strengthened to ensure air connectivity and destination trust? What role does public-private collaboration play in mitigating instability and ensuring destination competitiveness?

Speaker: Martin Boyle, CEO of IAPCO (International Association of Professional Congress Organisers)-UK.



3.40pm — 4.20pm Interventions by Ministers and Other Authorities Representing Each Destination or Entity.

4.20pm – 4.40pm Coffee break.

4.45pm – 5.00pm TOPIC 2 – "Destination Resilience: How Global Cities Are Reimagining the Meetings Industry"

In a world shaped by rapid technological advances and geopolitical tensions, leading destinations not only react but innovate, anticipate, and reinvent themselves, redesigning their strategies through sustainability, diversification, and strengthening local ecosystems. In this process, Convention Bureaus play a crucial role as connectors within the destination's MICE ecosystem, linking the public and private sectors and driving event attraction strategies. What decisions must be made today for a destination to be competitive tomorrow? What strategies are being applied by destinations that see events as tools for development, global visibility, and sustainable resilience? What is the role of the bureau or DMO, and why is its institutional strengthening essential?

Speaker: Loren Christie – CEO - BestCities Global Alliance – Canada

5.00pm – 5.40pm Interventions by Ministers and Other Authorities Representing Each Destination or Entity.

5.45pm Forum Closing.

Presentation of the 2024 Forum Award.

6.00pm Departure of the authorities' transfer.