

## Invitation – How to get the world moving again

22 October 2020 (15.00-16.30 CET)

On behalf of ICC and Air travel OK (AOK), we would like to invite you to join an exclusive online event bringing together global leaders across travel and tourism, international organisations, airports, airlines and other tourism-based businesses.

### Overview

ICC is issuing a rallying call for all sectors to join the fight for recovery in global tourism and travel by activating industry-wide alliances, open cooperation and on-the-ground pilots to prevent further catastrophic job losses and negative economic impact. Tourism has been one of the sectors hardest hit by COVID-19, with 100-120 million direct tourism jobs at risk and a staggering forecast loss to global GDP of USD \$1.2 to \$2.2 trillion if nothing is done.

Joining the event is an international alliance of industry players collaborating to more safely and efficiently resume travel and tourism. Leveraging leading-edge privacy-preserving technology and common digital standards, international pilots have already been deployed by airlines, airports and key stakeholders. These coordinated pilots will complement national travel policies and restrictions with the establishment of a trusted, secure and interoperable technical framework for efficiently verifying COVID-19 health status while maintaining strict personal data privacy. The ultimate goal is support a global restart by ensuring the highest levels of traveller safety, personal data protection and convenience.

### Key topics covered

The panel will discuss how trust is being rebuilt using pioneering technology that already exists, major cross-border pilot implementations underway, and other latest developments in global travel and tourism. Time will also be allocated for Q&A to allow attendees to actively participate in the discussion.

### Speakers

- John W.H. Denton AO, ICC Secretary-General
- Manuel Butler, UNWTO Executive Director
- Natalia Bayona, UNWTO Director of Innovation & Digital Transformation
- Alexandre de Juniac, International Air Transport Association Director General and CEO
- Gloria Guevara, World Travel & Tourism Council President & CEO
- Ivan Bassato, Executive Vice President Airport Management at Aeroporti di Roma SpA
- Franck Mereyde, TAV Airports Holding Deputy CEO
- Moderator: Dorjee Sun, AOKpass Co-founder