

AGENDA

4th December 2024

Time	Program	Presenter
10:00 – 10:15	Keynote Welcome / Opening	DCT Leadership
10:15 – 10:45	Destination Overview 2024 & Tourism Outlook	H.E. Saleh Mohamed Al Geziry Director General, Tourism Sector
10:45 – 11:10	Tourism Strategy 2030	Marwan Kayyali Tourism & Marketing Strategic Planning Section Head
11:10 – 11:20	Coffee Break	
11:20 – 11:40	Culture Sector	Randa Haidar Culture Festivals & Platforms Department Director
11:40 – 12:10	Marketing Presentation	H.E. Nouf Mohamed Al-Bushlaibi Executive Director, Strategic Marketing & Communication Sector
12:10 – 13:10	Lunch Break	
13:10 – 13:30	Etihad Airways Presentation	Antonoaldo Neves Group CEO, Etihad Aviation
13:30 – 13:50	Wizz Air Presentation	Johan Eidhagen, Managing Director of Wizz Air Abu Dhabi
13:50 – 14:10	Air Arabia Presentation	Dr. Gamal El Masarawy CEO, Air Arabia
14:10 – 14:25	Coffee Break	
14:25 – 14:55	Tourism Directors Presentation	Tourism Sector Directors
14:55 – 15:00	Thank You Note	H.E. Saleh Mohamed Al Geziry Director General, Tourism Sector