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Webinar on New Business Models – Commonly known as **The Sharing Economy**

The Department of Economic Development -Culture and Tourism Section- of the Executive Secretariat for Integral Development (SEDI), within the framework of the Work Plan of the Inter-American Committee on Tourism (CITUR) with the support of the United Nations World Tourism Organization (UNWTO), is pleased to invite you to participate in the Webinar on **New Business Models – Commonly Known as ‘The Sharing Economy’** on **November 20, 2019, from 11:00 am to 1:00 pm** (Eastern Standard Time - Washington DC time).

The Webinar is aimed at national and local Tourism Authorities responsible for the regulation of tourism services, as well as other relevant stakeholders, including tourism professionals and owners and operators of tourism enterprises in OAS member states. The U.N. World Tourism Organization will **present** the results of the study “New business models in the accommodation industry” and relevant industry actors will share their point of view.

Language:

English and Spanish (language of the speaker). There will be no simultaneous interpretation.

Instructions to access the webinar:

Please join my meeting in the following link from your computer, tablet or Smartphone:
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AGENDA

1. Welcome Remarks and Introduction

Richard Campbell, Chief of the Culture and Tourism Section, OAS Department of Economic Development

2. Presentation of the Study: “New Business Models in the Accommodation Industry”

Sandra Carvao, Chief Market Intelligence & Competitiveness, United Nations World Tourism Organization

3. Point of View of Key Sectors

- **Chamber of Tourism of Argentina**
Aldo Elias, President
- **Caribbean Hotel and Tourism Association**
Frank Comito, CEO and Director General
- **Vice Ministry of Tourism of Colombia, CITUR Activity Coordinator**
Constanza Olaya, Director of Quality and Sustainable Tourism Development
- **Airbnb**
Rachel DeLevie-Orey

4. Questions and Answers

5. Closing Remarks

Maryse Robert, Director, OAS Department of Economic Development