

## Prof. Geoffrey Lipman

**Formerly** Exec. Director IATA: First President WTTC: Ass. Secretary General UNWTO.

**Currently** Director GGTI, & Co-Founder **SUN<sup>x</sup>** Strong Universal Network

**Played a key role in emergence of Tourism as a serious socio-economic sector.**

**As Executive Director at IATA** in the 1970's helped drive a new liberalization agenda, responding to airline deregulation.

**As first President of WTTC** throughout the 1990's, he worked to pioneer new systems of measuring the sector, creating CSR Certification and supporting China's efforts to open Tourism markets.

**As Assistant Secretary General of UNWTO**, in the first decade of this millennium, he spearheaded new development support systems, including the ST-EP Program, led the Davos Climate Summit and launched G20 Summit recognition program.

**As Director of Brussels based not for profit GGTI**, he is curating SUN<sup>x</sup> Strong Universal Network - a legacy project of Maurice Strong This is a global initiative to support Climate Resilience, related SDG's and Emergency Response through Impact-Travel ~ Measured: Green: 2050proof.

**Served on public / private sector Boards** in Africa, Europe, Middle East and Canada: Tourism Envoy to UNDP Administrator; Member EU Commissions on Airline Liberalization and on Tourism Employment: Environment Advisor to the Governor of Jeju Island, Korea: President ICTP (International Coalition of Tourism Partners). Worked closely with the World Economic Forum since the early 90's on its Competitiveness and Smart Travel activities.

**Written / lectured widely** on tourism strategy, sustainability & liberalization; co-author/ editor of two books and numerous journal articles on Green Growth & Travelism as a visiting Professor, Victoria U. Australia and Hasselt U. Belgium. Co-author two major EIU studies on airline liberalization.

## Kontaktdaten

### Prof. Geoffrey Lipman

Creative Disruption Architect  
The SUNx Program

Mobiltelefon +32495250789

[glipman@thesunprogram.com](mailto:glipman@thesunprogram.com)  
<http://www.thesunprogram.com>



## Veranstaltung

[“Demonstrating the Future” – das neue Copernicus Climate Change Informations System für den Europäischen Tourismus](#)

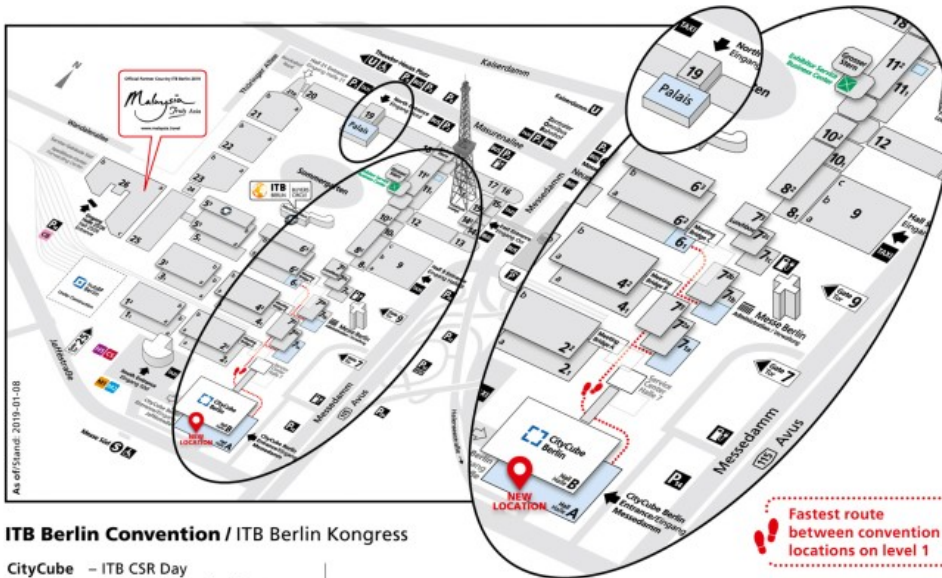
Official Partner Country ITB Berlin 2019



Co-Host ITB Berlin Convention 2019



Freitag, 8. März 2019, 16.00 - 16.45 Uhr  
CityCube Berlin, Cube Club



## ITB Berlin Convention / ITB Berlin Kongress

- CityCube Hall A**  **NEW LOCATION**
- ITB CSR Day
  - ITB Deep Dive Sessions
  - ITB Destination Day 1
  - ITB Destination Day 2
  - ITB Experts Forum Wellness
  - ITB Future Day
  - ITB Marketing & Distribution Day
  - ITB Tourism for Sustainable Development Day

- 6.1** - eTravel World: eTravel Stage, eTravel Start-Up Day
- 7.1a** - Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
  - ITB MICE Forum
  - ITB MICE Hub

- 7.1b** - eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum
- 11.1** - ITB Young Professionals Day
- Palais** - ITB Convention Awards

## Kontakt

Bitte wenden Sie sich bei Fragen an uns:

Fragen zu Kongressinhalten/-organisation

ITB Berlin Kongressbüro  
c/o Multivisio GmbH  
Hanauer Landstraße 287  
60314 Frankfurt am Main

Alexandra Saless  
Freiberufliche Kongressmanagerin  
Telefon: +1 843 602-2720  
alexandra.saless@multivisio.de

Fragen an die Messe Berlin

Lisa Klimke  
Product Manager  
Messe Berlin  
Messedamm 22  
14055 Berlin  
Telefon: +49 (0)30 / 3038 2167  
Telefax: +49 (0)30 / 3038 23113  
klimke@messe-berlin.de

Wissenschaftliche Leitung ITB Berlin Kongress

Prof. Dr. Roland Conrady  
Hochschule Worms  
Erenburgerstr. 19  
67549 Worms  
Telefon: +49 (0)6241 / 509 126  
conrady@hs-worms.de

Official Partner Country ITB Berlin 2019



Co-Host ITB Berlin Convention 2019



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.