

## Ariane Janér

Ariane Janér is a Dutch zoologist with an MBA who has been working with sustainable development in Brazil since 1991. She is active in the field both as a consultant and through NGOs.

Through her company Bromelia Consult she has been involved with projects that range from developing community tourism projects to implementing sustainable procurement in large companies, from designing tours to setting up websites, from business plans to marketing plans.

Together with other ecotourism pioneers, she co-founded the NGO EcoBrasil in 1993, in order to help develop ecotourism in Brazil. She has been an advisory board member for TIES, ABETA (Brazilian Adventure Tourism and Ecotourism Association). She is a co-founder of the Global Ecotourism Network (GEN) and is a board member of the Golden Lion Tamarin Association. Ariane is also technical director of the Instituto Homo Caballus (iHOCA). This NGO promotes horse riding and equestrian culture for well being and as a way of connecting man to nature. She is also part of the Climate Reality Leadership Program in Brazil.

Ariane builds on her experience in marketing and finance acquired through a career at Royal Dutch Shell, as a free-lance consumer market researcher for Euromonitor, as a financial analyst for Baxter Straub and as owner/director of an ecotourism operator. She is a regular speaker at events in Brazil and also internationally and has contributed to various publications, both popular and academic.

## Kontakt Daten

### Ariane Janér

Member of Transition Team

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## Veranstaltung

### Begrüßung

Freitag, 8. März 2019, 10.45 - 11.00 Uhr

CityCube Berlin, Saal A3

### ITB CSR Day

Freitag, 8. März 2019, 10.45 - 14.45 Uhr

CityCube Berlin, Saal A3

Official Partner Country ITB Berlin 2019



[www.malaysia.travel](http://www.malaysia.travel)

Co-Host ITB Berlin Convention 2019



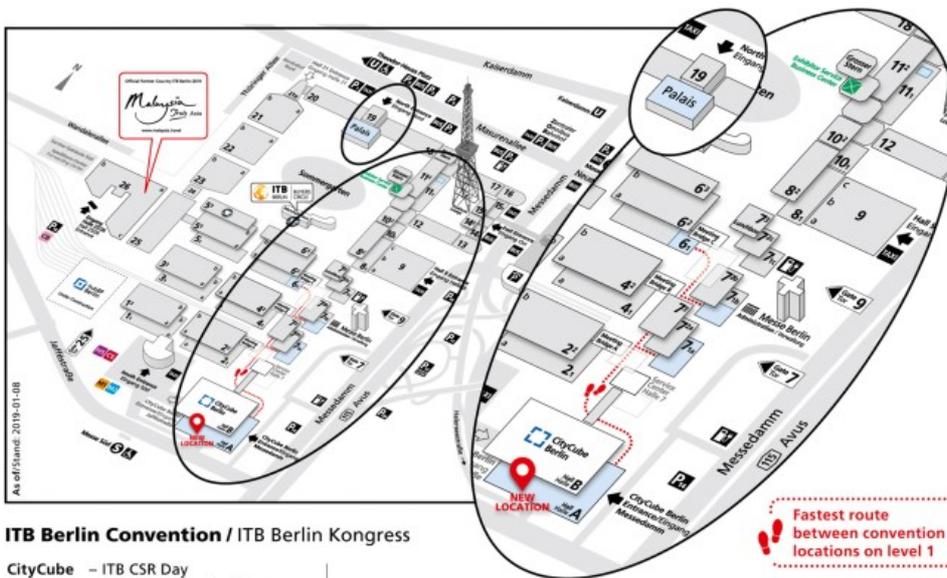
EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.

## Tourismus und die Sharing Economy: Politikempfehlungen und Potentiale

Freitag, 8. März 2019, 13.00 - 13.45 Uhr

CityCube Berlin, Saal A3



### ITB Berlin Convention / ITB Berlin Kongress

- CityCube Hall A**
- 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:

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