

## Dr. Mario Hardy

Mario Hardy was appointed as Chief Executive Officer of the Pacific Asia Travel Association (PATA), the not-for-profit membership association that catalyses the responsible development of travel and tourism within the Asia Pacific region, in November 2014. He is the past Chairman of the Board of Trustees of the PATA Foundation, a non-profit organisation with a focus on the protection of the environment, the conservation of culture and heritage, and support for education.

Dr Hardy has 30 years of experience in specialised aviation businesses focusing on data analytics and technology, coupled with several corporate leadership capacities. He is also the founder of Venture Capital firm MAP2 | Ventures, an investment fund with a wide portfolio of technology-centric businesses in the field of FinTech, Artificial Intelligence, Machine Learning, GreenTech and FMCG, as well as a platform that provides valuable management advice, mentorship and access to a vast network built in corporate development.

He also received an Honorary Doctorate of Letters from Capilano University in 2016 for his philanthropic work in Cambodia where he helped develop a school for underprivileged children and for his support in the development of a Community Based Tourism project in Vietnam. In 2017, Dr Hardy graduated from the Executive Program of Singularity University in Exponential Technologies and was honoured as a "Global Ambassador of Peace Through Tourism" at World Travel Market by the International Institute for Peace Through Tourism.

## Kontaktdaten

### Dr. Mario Hardy

CEO

Pacific Asia Travel Association (PATA)



## Veranstaltung

### [Mekong Tourism Forum: Filmtourismus und Storytelling](#)

Mittwoch, 6. März 2019, 15.00 - 15.45 Uhr

CityCube Berlin, Cube Club

Official Partner Country ITB Berlin 2019



www.malaysia.travel

Co-Host ITB Berlin Convention 2019



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.



## 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:

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.