

Alfredo Serrano Chacon

Alfredo Serrano, who obtained the degree of Industrial Engineering by the Polytechnic University of Madrid and holds an MBA from INSEAD (Fontainebleau, France), has a broad professional experience in the cruising industry, since 2002, when he left the industrial sector after having worked in different multinational companies.

Alfredo held the position of Managing Director at the Spanish cruise line Iberojet Cruceros, a division of the Iberostar Group. In 2007 Carnival Corporation & PLC acquired Iberojet and rebranded it to Iberocruceros, where Serrano remained as the Managing Director.

He was responsible for launching the company as a key player in the Spanish travel market by diversifying its customer base and establishing it in South America.

In 2014, and to date, Alfredo was appointed National Director for Spain at Cruise Lines International Association (CLIA) where he represents and gives a voice to the organisation, handles the Public Affairs and strategic engagement with ministries, regional, local administrations and national stakeholders as well as he manages the direct relationship with the CLIA partners.

Kontaktdaten

Alfredo Serrano Chacon

National Director
CLIA Spanien



Veranstaltung

[Partnerschaften zum nachhaltigen Tourismus: Case Studies der Cruise Industry](#)

Freitag, 8. März 2019, 13.00 - 13.45 Uhr

CityCube Berlin, Cube Club

Official Partner Country ITB Berlin 2019



www.malaysia.travel

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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:

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