



Organization of
American States



Ministerio del
Interior y Transporte
Presidencia de la Nación
Secretaría de Transporte
Subsecretaría de Puertos y Vías Navegables



Inter-American
Committee on Ports

1st HEMISPHERIC CONVENTION ON CRUISE TOURISM AND CORPORATE SOCIAL RESPONSIBILITY

Cruise Ships Terminal, Port of Mar del Plata

B/P Marlin 404 esq. Av. de los Pescadores, Mar del Plata, Prov. Buenos Aires

8, 9 and 10 April 2015, Mar del Plata, Argentina

Monday April 8th, 2015

8:00 - 9:00

Registration and Accreditation

9:00 - 10:00

Inauguration

- **Gustavo Pulti**, Mayor of Mar del Plata
- **Alberto Díaz**, Chairman of the National Port Administration of Uruguay (ANP) and Chairman of the Executive Board of the CIP (CECIP)
- **Horacio Tettamanti**, Undersecretary for Ports and Waterways of Argentina
- **Enrique Meyer**, Minister of Tourism of Argentina
- **Aníbal Florencio Randazzo**, Minister of the Interior and Transport

10:00 - 10:30

Keynote Address

- **Bud Darr**, Senior Vice-President Technical and Regulatory Affairs – Cruise Line International Association (CLIA)

10:30 -10:45

Coffee Break

10:45 - 11:45

Cruise as trigger of economic development

Moderator: Undersecretariat of Ports and Waterways

- **Maryse Robert**, Director of Economic Development, SEDI-OAS
- **Ricardo Sanchez**, Natural Resources and Infrastructure Division, Economic Commission for Latin America and the Caribbean (ECLAC)
- **Oscar Ghezzi**, Chairman, Chamber of Tourism of Argentina (CAT)

11:45 -12:45

Corporate Social Responsibility of the Cruise Industry

Moderator: CIP/OAS

- **Cruise Industry**
- **Sebastián Montero**, Ex-Chairman, Empresa Portuaria Arica (EPA), Chile
- **Cruise Industry**

12:45

Official Group Photo

13:00 - 2:30

Lunch (Participants must arrange for their own lunch)



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2:30 – 4:30

Impact on Ports Infrastructure and on Cruise Destinations

Moderator: Puerto de Mar del Plata

- **Miguel Garín Alemany**, Director of International Development, ValenciaPort Foundation
- **Ministry of Tourism of Argentina**
- **Emilio Silvestri**, Director Tourism Institute of Honduras
- **Gordon Shirley**, Chairman of the Port Authority of Jamaica

4:30 - 4:45

Coffee Break

4:45 - 6:00

Marketing; How to Attract the Cruise to your Port

Moderator: Undersecretariat of Ports and Waterways

- **Eric Olafson**, Director of Transportation Development and Intergovernmental Affairs, Port of Miami
- **Gonzalo Davagnino**, Logistics Manager of Valparaiso Port.
- **María Cristina Rivadeneira**, Deputy Secretary of Marketing, Ministry of Tourism of Ecuador

6:00 – 8:30

Welcome Cocktail

Thursday April 9th, 2015

8:30 - 10:30

Public-Private Partnerships to Attract and Develop Cruise Destination

Moderator: CIP/OAS

- **David Jean-Marie**, Executive Director, Barbados Port Inc
- **David Candib**, Vice-President, Development and Operations, Global Port and Destinations, **Carnival** Corporation
- **Miguel Angel Garcia Beltrán**, Director General, API Puerto Vallarta, Mexico
- **Luis Simo**, Vice-Minister of Tourism of Dominican Republic

10:30 – 11:00

Keynote Address

- **Hugh Riley**, Secretary General, Caribbean Tourism Organization (CTO)

11:00 – 11:15

Coffee Break

11:15 -12:45

Port-Community Relationship in Cruise Destinations (Impact on Communities)

Moderator: Ministry of Tourism

- **Nestor Ramón Lagraña**, Chairman Provincial Office of Ports, Ushuaia
- **Jorge E. Hidalgo**, Chairman Regional Port Consortium of Mar del Plata
- **Port of Santa Marta, Colombia**
- **Anasha Campbell**, Secretary of Tourism Integration of Central America



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12:45 – 2:30

Lunch (Participants must arrange for their own lunch)

2:30 – 4:30

Tourist Assistance and Protection in the Port and Destination

Moderator: Undersecretariat of Ports and Waterways

- **Patric McNeil**, Port Controller, Port Department of The Bahamas
- **Sergio Borrelli**, Controller, General Management of Ports-S.E. – Port of Buenos Aires
- **Luis Alberto Heiler**, General Prefect, Argentina Naval Prefecture
- **María Bartolucci Blanco**, Secretariat of Tourism of México
- **Police Local Prevention of General Pueyrredon –Mar del Plata**

4:30 – 4:45

Coffee Break

4:45 – 6:15

Regional Cooperation for Cruise Crisis Management

Moderator: CIP/OAS

- **Rafael Diaz-Balart**, Coordinator for Latin America, American Association of Port Authorities (AAPA).
- **Javier Jaramillo**, Superintendent of Ports and Transport of Colombia
- **Cruise Industry**
- **Cooperation Regional Argentina-Chile en Ushuaia**

Friday April 10th, 2015

9:00 – 11:00

Sustainable Management of a Cruise Destination

Moderator: Port of Mar del Plata

- **Richard Pruitt**, Director of Environment and Public Health, Royal Caribbean Cruises
- **Port of Cozumel, Mexico**
- **Port of Cartagena, Colombia**
- **Maryse Robert**, Director Economic Development, SEDI-OAS

11:00 – 11:15

Coffee Break

11:15 – 12:30

Environmental Impact of the Cruise Industry

Moderator: Undersecretariat of Ports and Waterways

- **Cesar Vladimir Romero Salazar**, Chairman of the National Institute of Aquatic Spaces (INEA) of Venezuela
- **Emilio Tombolesi**, Vice-President, Regulatory Affairs, Carnival
- **Minister of Tourism (Caribbean)**
- **Claudette Rogers**, General Director Maritime Affairs, Maritime Administration, Guyana

12:30 – 2:30

Lunch (Participants must arrange for their own lunch)



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2:30 – 3:30

Closing Session

Moderator: Port of Mar del Plata

- **Jorge Duran**, Chief of the Secretariat of the Inter-American Committee on Ports CIP/OAS
- **Alberto Díaz**, Chairman of the National Port Administration of Uruguay (ANP) and Chairman of the Executive Board of the CIP (CECIP)
- **Horacio Tettamanti**, Undersecretary for Ports and Waterways of Argentina
- **Daniel Scioli**, Governor of the Province of Buenos Aires
- **Enrique Meyer**, Minister of Tourism of Argentina
- **Aníbal Florencio Randazzo**, Minister of the Interior and Transport

3:30 – 4:30

Tour to the Port of Mar del Plata, organized by the Port Authority of Mar del Plata

6:30 – 9:00

Closing Dinner