

# Programme

#CruiseDialogue2020



# CRUISE DIALOGUE

CARTAGENA - COLOMBIA

19-21 February 2020

Organiser



Co-organisers



# Cartagena Cruise Dialogue at a glance

## Venues

<b>Wednesday, February 19</b>	Sociedad Portuaria de Cartagena	Manga Terminal Marítimo
<b>Thursday, February 20</b>	Sede Caribe Universidad de los Andes	Km. 8 Vía al Mar, Serena del Mar
<b>Friday, February 21</b>	Sede Caribe Universidad de los Andes	Km. 8 Vía al Mar, Serena del Mar

## Transfers schedule

<b>Tuesday, February 18</b>	<b>Port Visit</b> 12:30 Universidad de Los Andes - 12:40 Holiday Inn - 12:50 Hotel Las Americas - 13:00 Muelle la Bodeguita (Catamaran departing point) 17:00 Muelle la Bodeguita (Catamaran arriving point) - 17:10 Hotel Las Americas - 17:20 Holiday Inn Hotel
	<b>Welcome Drink</b> 19:00 Holiday Inn - 19:10 Hotel Las Americas - 19:30 Naval Museum 21:30 Naval Museum - 21:40 Hotel Las Americas - 21:50 Holiday Inn Hotel
<b>Wednesday, 19 February</b>	08:00 Holiday Inn Hotel - 08:10 Hotel Las Americas - 08:15 Port of Cartagena 19:45 Port of Cartagena - 19:55 City Centre - 20:05 Hotel Las Americas - 20:15 Holiday Inn (Note: sessions end 17.00; to be followed by "The Cartagena experience" cocktail at the port)
<b>Thursday, 20 February</b>	08:00 Hotel Las Americas - 08:10 Holiday Inn Hotel - 08:20 Universidad de Los Andes 17:30 Universidad de Los Andes - 17:40 Holiday Inn Hotel - 17:50 Hotel Las Americas <b>Evening in Cartagena "Cartagena Sightseeing": A tour of Cartagena"</b> 19:00 Holiday Inn - 19:10 Hotel Las Americas - 21:00 Drop off: City centre (Free time at the old city of Cartagena) 22:30 City Centre - 22:40 Hotel Las Americas - 22:50 Holiday Inn
<b>Friday, 21 February</b>	08:00 Hotel Las Americas - 08:10 Holiday Inn Hotel - 08:15 Universidad de Los Andes 17:30 Universidad de Los Andes - 17:40 Holiday Inn Hotel - 17:45 Hotel Las Americas

## Emergency phones /whatsapp

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## #Cruisedialogue2020 at Social Media

Web: [www.cruisedialogue2020](http://www.cruisedialogue2020) Twitter: @CruiseDialogueLinkedin: Cruise Dialogue 2020

# Welcome message

Esteemed guests, cruise professionals, scholars, and friends,

We are honoured to welcome you in Cartagena de Indias and the **Cartagena Dialogue on Cruise, Ports and Cities 2020**.

Thanks to the presence of each and all of you, this event has evolved as a unique global international academic-industry forum on how best to accommodate the uninterrupted growth of cruise activities.

For over three decades, cruise activities have recorded positive growth rates every single year, and further positive development is on the horizon. Globalisation has been a facilitator and driver of this development driving the geographical expansion of cruise offerings and at the same time allowing for an ever-increasing internationalisation and expansion of cruise passengers origins.

The Caribbean and North America continue to stand as the major cruise region across the globe. Regional variants exist, and are revealed when comparing the details of global and regional trends, where the traditional and mature markets in North America, the Caribbean and the Mediterranean face increased competition from a booming Asian and several smaller emerging markets, like South America. Intra-regional dynamics go hand-in-hand with substantial intra-regional shifts of cruise activities.

While the fundamentals of this growth would suggest that this globalisation is 'unstoppable', the effects of this trend have in recent times started to be questioned. Societal pressures emerge in several locations that have experienced major cruise growth within a short period of time. In certain destinations, local communities started questioning the unqualified growth of cruising, which had for long been taken as an a priori beneficial development. In a number of already developed cruise destinations, especially those that are also popular with other forms of tourism, emphasis has shifted towards the potential negative effects that existing and potential future growth of cruising might result in. Environmental impacts and other potential externalities pose pressures on destinations, thus affecting social perceptions on cruise. Realising, increasing, and respecting the carrying capacity of ports and destinations and addressing the emerging social and environmental questions of today are the conditions of future sustainable cruise development.

This acknowledgment should fuel present and future business strategies as well as research streams: the ability of all stakeholders and the scholarly community to address the environmental, economic and social questions of today is increasingly seen as the condition for securing the sustainable development of the globalised cruise industry.

**The transformation of cruise ports and cities to serve tourism and societal expectations, as well as the desires of port-cities and linked tourist destinations to enjoy the substantial benefits produced by this activity, are important. As is the preparation of ports, cities and destinations to accommodate cruise activities while securing the economic, environmental, social, and cultural sustainability of their growth. Once defined, specific business cruise strategies might work in support of making this growth sustainable.**

Over the next three days over 100 participants representing cruise lines, cruise ports, terminal operators, cities, destinations, governments, regional and global associations, ports, decision makers and other stakeholders, along with prominent scholars from all over the world will discuss the key themes, the prospects and their role towards sustainable cruise, stimulate interactions between theory and practice, and if possible develop concrete proposals for achieving the most desirable economic, environmental, and social sustainability of cruise activities growth.

We thank you, as well as ours sponsors and supporters, for making this major global cruise event happening and invite you to make it together a memorable event that will shape cruise and port future.

Welcome to the lovely city of Cartagena and the Cartagena Cruise Dialogue 2020.

Un abrazo








Thanos Pallis




Gordon Wilmsmeier

*Chairs of Cruise Dialogue 2020*


## Tuesday, February 18 – Cartagena Welcome

12:30	Transfer from hotels to Muelle la Bodeguita	Sponsored by 
<b>13:00-17:00</b>	<b>Visit: Port of Cartagena Cruise Terminal (by catamaran from Muelle la Bodeguita)</b>	
17:00	Transfer from Muelle la Bodeguita to hotels	Sponsored by 
19:00	Transfer from hotels to Naval Museum	Sponsored by 
<b>19:30-21:30</b>	<b>Cocktail reception at Naval Museum (including Museum tour)</b>	Sponsored by 
21:30	Transfer from Naval Museum to hotels	Sponsored by 

## Wednesday, February 19 – Industry Perspectives

08:00	Transfer from hotels to the Port of Cartagena	
08:30-	Registration	
<b>09:00-10:00</b>	<b>Welcome and opening ceremony</b>	
	<p>Introduction: Gordon Wilmsmeier &amp; Thanos Pallis, Professors, Universidad de los Andes, Colombia</p> <p>Speakers</p> <p><b>Cpt. Alfonso Salas</b>, CEO, Sociedad Portuaria Regional de Cartagena, Colombia</p> <p><b>William Jorge Dau Chamat</b>, Mayor, City of Cartagena, Colombia</p> <p><b>Rear Admiral Juan Francisco Herrera Leal</b>, DG Maritime, DIMAR, Colombia</p> <p><b>Julián Guerrero Orozco</b>, Vice Minister of Tourism, Ministry of Commerce, Industry and Tourism (MINCIT), Colombia</p> <p><b>Jonathan David Bernal González</b>, Director Infrastructure and Sustainable Energy, National Planning Department (DNP), Colombia</p> <p><b>Veneta Andonova Zuleta</b>, Dean, School of Management, Universidad de los Andes, Colombia</p> <p style="text-align: right;">Discussion/Interactions</p>	
<b>10:00-11:00</b>	<b>Cruise growth: Benefits and challenges for ports</b>	
	<p>Moderator: Gordon Wilmsmeier, Kühne Professorial Chair in Logistics, Universidad de los Andes, Colombia</p> <p>Speakers</p> <p><b>Giovanni Benedetti</b>, Marketing Director, Sociedad Portuaria Regional de Cartagena, Colombia</p> <p><b>Chris Chase</b>, Marketing Manager, Port of Los Angeles, USA</p> <p><b>María del Mar Pérez</b>, Cruise Manager, Port of Barcelona, Spain</p> <p style="text-align: right;">Discussion/Interactions</p>	
11:00-11:30	Coffee break and networking	Sponsored by 











## Wednesday, February 19 – Industry Perspectives

<b>11:30-12:45</b>	<b>Balancing cruise growth with economic &amp; social sustainability</b>	
	<p>Moderator: Thanos Pallis, Professor, University of the Aegean, Greece/ Universidad de los Andes, Colombia</p> <p>Speakers</p> <p><b>Airam Diaz Pastor</b>, President, MedCruise</p> <p><b>José Pagés Sánchez</b>, External Strategic Adviser, AIVP-The Worldwide Network of Port Cities</p> <p><b>Natalia Naranjo Ramos</b>, Colombia and Ecuador representative, Global Sustainable Tourism Council</p>	Discussion/Interactions
12:45-14:00	Lunch break	Sponsored by 
<b>14:00-14:45</b>	<b>Executive on executive: Advancing Latin America to a major cruise region</b>	
	<p>Moderator: Virginia López Valiente, CEO Cruise News Media Group, Spain</p> <p>Speakers</p> <p><b>Carla Salvado</b>, Director of Cruise Marketing, Global Ports Holding</p> <p><b>Miguel Reyna</b>, Head, Global Business Development and Project Implementation, Royal Caribbean International</p>	
<b>14:45-15:30</b>	<b>International port agendas for a sustainable cruise future</b>	
	<p>Moderator: Geraldine Knatz, Professor, University of Southern California, ex. CEO Port Los Angeles, USA</p> <p>Speakers</p> <p><b>Antonis Michael</b>, Technical Director, World Ports Sustainability Program, IAPH <b>The IAPH World Ports Sustainable Development Program</b></p> <p><b>Pino Musolino</b>, President, North Adriatic Sea Port Authority, Italy <b>The "Cruise 2030" Agenda</b></p>	Discussion/Interactions
15:30-15:45	Coffee break and networking	Sponsored by 
<b>15:45-17:00</b>	<b>The PortEconomics roundtable: Cruise port growth strategies</b>	
	<p>Organiser </p> <p>Moderator: Francesco Parola, Ass. Professor, University of Genoa, Italy</p> <p>Speakers</p> <p><b>Aris Batsoulis</b>, Development Director-Cruise Manager, Corfu Port Authority, Greece and Senior Vice-President, MedCruise</p> <p><b>Jorge Contreras</b>, Commercial Director, Terminal de Cruceros Bahía de Miraflores (TCBM), Peru</p> <p><b>Silvana Giaino</b>, Director of Corporate Affairs, Sociedad Portuaria Regional de Cartagena, Colombia</p> <p><b>Fernando Muñoz</b>, Commercial Manager, Port Authority of Cartagena, Spain</p>	Discussion/Interactions
to be followed by	The Caribbean Experience @ Puerto de Cartagena	Sponsored by 
19:45	Transfer from Port of Cartagena to hotels	Sponsored by 

## Thursday, February 20 – Industry Perspectives

08:30	Transfer from hotels to Sede Caribe Universidad de los Andes	Sponsored by 
08:50-	Registration	
<b>09:00-10:00</b>	<b>Positive stories of ports, cities &amp; cruise destinations (and how to expand them): Ports</b>	
	<p>Moderator: Michaël Dooms, Professor, Vrije Universiteit Brussel, Belgium</p> <p>Speakers  <b>María Emilia Bonillas Guardo</b>, Cruise Coordinator, Sociedad Portuaria Regional de Cartagena, Colombia  <b>Francesco di Cesare</b>, President, Risposte Turismo, Italy  <b>Aggelos Vlachos</b>, BoD Member, Port Authority of Thessaloniki, Greece</p>	Discussion/Interactions
<b>10:00-11:00</b>	<b>Positive stories of ports, cities &amp; cruise destinations (and how to expand them): Cities &amp; Destinations</b>	
	<p>Moderator: Enrico Musso, Professor, University of Genoa, Italy</p> <p>Speakers  <b>Pedro Marín Cots</b>, Director, Observatory of Urban Environment, City Council of Málaga, Spain  <b>Irvin Perez Muñoz</b>, Executive President, Corporation of Tourism of Cartagena, Colombia  <b>Guillermo Montoya</b>, General Manager, CitySightseeing, Cartagena, Colombia</p>	Discussion/Interactions
11:00-11:20	Coffee break and networking	Sponsored by 
<b>11:20-11:45</b>	<b>Keynote speech: Cruise and tourism perspectives in Colombia</b>	
	<p><b>Gilberto Salcedo Ribero</b>, Vice President of Tourism, ProColombia</p> <p>Introduced by: Gordon Wilmsmeier, Kühne Professorial Chair in Logistics, Universidad de Los Andes, Colombia</p>	
<b>11:45-12:30</b>	<b>One to One: The interview</b>	
	<p><b>Richard J. Vogel</b>, President and CEO, Pullmantur</p> <p>Interviewed by: Virginia López Valiente, CEO CruiseNews Media Group, Spain</p>	
12:30-14:00	Lunch break	Sponsored by 
<b>14:00-15:15</b>	<b>Main challenges for the cruise industry in the Caribbean</b>	
	<p>Moderator: Ricardo J. Sánchez, Senior Economic Affairs Officer, ECLAC</p> <p>Speakers  <b>Domingo Segundo China Barrera</b>, President, Sociedad Portuaria Regional de Santa Marta, Colombia  <b>Gabriel Rodriguez</b>, Executive Director, Puerto de Sans Souci, Dominican Republic  <b>Milaika Capella Ras</b>, Port &amp; Development Officer, Curaçao Ports Authority and Curaçao and Terminal Operators Group, Caribbean Shipping Association  <b>Rear Admiral Juan Francisco Herrera Leal</b>, DG Maritime, DIMAR, Colombia  <b>William Castleton</b>, Regional Manager, Boskalis International B.V., Colombia</p>	<p>Organisers  </p>
		Discussion/Interactions

## Thursday, February 20 – Industry Perspectives

15:15-16:00	<b>Roundtable: CSR and gender in cruise</b>	<b>Roundtable: Expedition cruises</b>
	<p style="text-align: right;"><i>Organiser</i> </p> <p>Moderator: Yasmin Maldonado, President, WISTA Colombia</p> <p>Speakers</p> <p><b>Melissa Consuegra</b>, Director, WISTA Colombia</p> <p><b>Aimilia Papachristou</b>, Research Fellow, University of the Aegean, Greece</p> <p><b>Tatiana Rabat</b>, Director, WISTA Colombia</p> <p><b>María Rodriguez</b>, Director, WISTA Venezuela</p> <p style="text-align: right;">Discussion/Interactions</p>	<p style="text-align: right;"><i>Organiser</i> </p> <p>Moderator Jairo Aguilera Soto, Cruise Advisor, ProColombia, Colombia</p> <p>Speakers</p> <p><b>Brendan Rayment</b>, Commercial Director, Colombia57, Colombia</p> <p><b>Commander Jorge Enrique Uricoechea</b>, Harbour Master of Cartagena Port, Colombia</p> <p><b>Carlos Mario Tamayo</b>, Deputy Director, Sustainability and Environment, National Parks, Colombia</p> <p><b>Adrian Beharry</b>, Senior Instructor, Centre for Maritime and Ocean Studies, University of Trinidad and Tobago, Trinidad and Tobago</p> <p style="text-align: right;">Discussion/Interactions</p>
16:00-16:15	Coffee break and networking	<p style="text-align: right;"><i>Sponsored by</i> </p>
16:15-17:30	<b>Roundtable: Cruise port capacity, traffic and demand in Colombia</b>	
	<p style="text-align: right;"><i>Organisers</i></p> <div style="display: flex; justify-content: space-around; align-items: center;">     </div> <p>Moderator: Juan Felipe Vallejo Vejarano, Subdirector of Transportation, National Planning Department (DNP), Colombia</p> <p>Speakers</p> <p><b>Jairo Aguilera Soto</b>, Cruise Advisor, ProColombia, Colombia</p> <p><b>Silvia Virviescas</b>, Director of Ports and Logistics, IDOM, Colombia</p> <p><b>Suzanne Green</b>, Massachusetts Institute of Technology (MIT), USA</p> <p><b>Michaël Dooms</b>, Professor, Vrije Universiteit Brussel, Belgium</p> <p><b>Thanos Pallis</b>, Professor, University of the Aegean, Greece /Universidad de los Andes, Colombia</p> <p style="text-align: right;">Discussion/Interactions</p>	
17:30	Transfer from Sede Caribe Universidad de los Andes to hotels	<p style="text-align: right;"><i>Sponsored by</i> </p>
19:00	"Cartagena Sightseeing": A tour of Cartagena (Pick up from hotels)	<p style="text-align: right;"><i>Sponsored by</i> </p>
	Free time at the old city of Cartagena	
22:30	Transfer to hotels from the old city of Cartagena (Meeting point: Torre del Reloj)	<p style="text-align: right;"><i>Sponsored by</i> </p>



## Friday, February 21 – Academic Perspectives

08:30 Transfer from hotels to Sede Caribe Universidad de los Andes

Sponsored by 

08:50- Registration

08:30-09:45	Session 1 - Cruise in the Americas	Session 2 - Managing cruise growth
	Moderator: Galvao, C. (TAMUG, USA)	Moderator: Lee, P.T.W. (Zhejiang University, China)
	<p><b>Cambio del nivel relativo del mar en la zona costera de la Bahía de Cartagena</b> Restrepo, J.D. (EAFIT University, Colombia), Tosic, M. (EAFIT University, Colombia)</p> <p><b>Sistema de alertas tempranas para la protección de la calidad de aguas en la Bahía de Cartagena, Colombia</b> Tosic, M. (EAFIT University, Colombia), Lonin, S. (Escuela Naval de Cadetes "Almirante Padilla", Colombia), Martins, F. (Universidade do Algarve, Portugal), Janeiro, J. (Universidade do Algarve, Portugal), Restrepo, J.D. (EAFIT University, Colombia)</p> <p><b>Using crowdsourced big data to analyze traffic congestion and cruise shipping activity in four Latin American cities</b> Calatayud, A. (Inter-American Development Bank, USA), Sanchez Gonzalez, S. (Inter-American Development Bank, USA), Wang, X. (Inter-American Development Bank, USA), Cerrato, I. (Inter-American Development Bank, USA)</p> <p><b>Cruise port expansion in St. John's, Antigua - A technical approach</b> Castano, M.G. (PE - Moffatt &amp; Nichol, USA)</p>	<p><b>Catalina: A case of residents shaping policy for island port of call</b> Knatz G. (University of Southern California, USA)</p> <p><b>Residents' perceptions and attitudes towards the cruise tourism impact in Gran Canaria</b> Tovar, B. (University of Las Palmas de Gran Canaria, Spain), Espino, R. (University of Las Palmas de Gran Canaria, Spain), Lopez del Pino, F. (University of Las Palmas de Gran Canaria, Spain)</p> <p><b>Distribution channels for sustainable growth in the cruise market: Consumer purchasing behavior and outbound portfolio management</b> Satta, G. (University of Genoa, Italy), Persico, L. (University of Genoa, Italy), Parola, F. (University of Genoa, Italy), Fazari, F. (Costa Crociere Spa, Italy)</p> <p><b>The Venice Paradox</b> Sovrani, E. (We are here Venice, Italy)</p>

09:45-10:00 Coffee break and networking

Sponsored by 

10:00-11:30	Session 3 - Corporate Social Responsibility (CSR)
	Moderator: Rodrigue, J-P. (Hofstra University, USA)
	<p><b>Green strategies in the cruise industry: from theory to practice</b> Parola, F. (University of Genoa, Italy), Satta, G. (University of Genoa, Italy), Morchio, G. (University of Genoa, Italy), Vitellaro, F. (University of Genoa, Italy)</p> <p><b>CSR portfolio analysis: the case of cruise shipping lines</b> Geerts, M. (Vrije Universiteit Brussel, Belgium), Doooms M. (Vrije Universiteit Brussel, Belgium)</p> <p><b>Financing decisions for sustainable growth in cruise industry</b> Syriopoulos T. (University of the Aegean, Greece), Tsartsaronis M. (University of the Aegean, Greece), Goria M. (University of the Aegean, Greece)</p> <p><b>The impact of the cruise industry: towards a stakeholders' approach</b> Ghiara, H. (University of Genoa, Italy), Musso, E. (University of Genoa, Italy)</p> <p><b>Port stakeholder management in the era of mega-cruises</b> Acciaro, M. (Kühne Logistics University, Hamburg, Germany) - Presented by Katharina Renken (Kühne Logistics University, Hamburg, Germany)</p>

11:30-11:45 Coffee break and networking


Sponsored by 

11:45-13:00	Session 4 - Cruise marketing and sustainable growth
	Moderator Tovar, B. (University of Las Palmas de Gran Canaria, Spain)
	<p><b>Cruise motivations and intentions: assessing the impact of green attitude</b> Satta, G. (University of Genoa, Italy), Parola, F. (University of Genoa, Italy), Persico, L. (University of Genoa, Italy)</p> <p><b>The measurement of sustainable services satisfaction in cruise tourism experiences: evidence from Italy</b> Di Vaio, A. (University of Naples "Parthenope", Italy), Lopez-Ojeda, A. (Universidad de Las Palmas de Gran Canaria-TIDES, Spain), Manrique-de-Lara-Penate, C. (Universidad de Las Palmas de Gran Canaria-PORMAR-TIDES, Spain), Trujillo, L. (Universidad de Las Palmas de Gran Canaria-PORMAR, Spain)</p> <p><b>Segmenting cruise passengers in the experiential perspective an explorative study</b> Risitano, M. (University of Naples "Parthenope", Italy), Romano, R. (University of Naples "Federico II", Italy), Satta, G. (University of Genoa, Italy), Sorrentino, A. (University of Naples "Parthenope", Italy)</p> <p><b>Onshore product planning of cruise ports based on the accessibility of scenic spots: Evidence from Shanghai international cruise port</b> Sun, X. (East China Normal University, Shanghai, China), Xu, M. (East China Normal University, Shanghai, China), Lau, Y-Y. (Hong Kong Polytechnic University, Hong Kong), Ng, A.K.Y. (University of Manitoba, Canada)</p>

13:00-14:00 Lunch break

Sponsored by 



<b>14:00-15:30</b>		<b>Session 5 - Cruise lines</b>	
		Moderator: Satta, G. (University of Genoa, Italy)	
		<p><b>Cruise shipping supply chains and disruptions: The case of the Caribbean</b> Rodrigue, J-P. (Hofstra University, USA), Wang, G. (Federal Maritime Commission, USA)</p> <p><b>Supply in the cruise in the cruise industry, suppliers localization territorial organization and local impacts</b> Musso, E. (University of Genoa, Italy), Ghiara, H. (University of Genoa, Italy)</p> <p><b>When it comes to cruise passengers' expenditure on shore, are ship characteristics key factors? Evidence from the Canary Islands</b> Baños, J.F. (University of Oviedo, Spain), Tovar, B. (University of Las Palmas de Gran Canaria, Spain)</p> <p><b>Internet services onboard of cruise ships: an initial study of risks and vulnerabilities</b> Mileski, J. (Texas A&amp;M University -TAMUG, USA), Galvao, C. (Texas A&amp;M University -TAMUG, USA)</p> <p><b>A cost analysis of increased cruise ships size</b> Ros Chaos A. (Polytechnic University of Catalonia, Spain), Pallis A.A. (University of the Aegean, Greece / Universidad de Los Andes, Colombia), Saurí Marchán S. (Polytechnic University of Catalonia, Spain), Pino Roca D. (Barcelona Port Authority, Spain), Sánchez-Arcilla Conejo A. (Polytechnic University of Catalonia, Spain)</p>	
15:30-15:45	Coffee break and networking	Sponsored by 	
<b>15:45-17:15</b>		<b>Session 6 - Cruise ports</b>	
		Moderator: Ng, A.K.Y. (University of Manitoba, Canada)	
		<p><b>The cruises ports growth and hierarchies</b> Figuereido G. (LEAD - University of Toulon, France), Schaffar A. (LEAD - University of Toulon, France), Dimou M. (LEAD - University of Toulon, France)</p> <p><b>Cruise home-port criteria revisited</b> Papachristou, A.A. (University of the Aegean, Greece), Pallis, A.A. (University of the Aegean, Greece), Vaggelas, G.K. (University of the Aegean, Greece)</p> <p><b>Cruise port governance: the case of major U.S. ports</b> Mileski, J. (Texas A&amp;M University -TAMUG, USA), Galvao, C. (Texas A&amp;M University -TAMUG, USA)</p> <p><b>Performance evaluation of major cruise terminals in Northeast Asia</b> Lee P.T.W. (Ocean College, Zhejiang University, China), Lin, C.W. (Ocean College, Zhejiang University, China), Lee M.K. (Ocean College, Zhejiang University, China), Yang Z. (Ocean College, Zhejiang University, China)</p> <p><b>Onshore power supply for cruise ships</b> Renken K. (Kühne Logistics University, Hamburg, Germany)</p>	
<b>17:15-17:30</b>	<b>Waving Goodbye - Gordon Wilmsmeier &amp; Thanos Pallis, Professors, Universidad de Los Andes</b>		
19:30	Farewell Drinks		



The **School of Management of the Universidad de los Andes (UASM), Colombia** was founded in 1972. Its undergraduate and master programs are accredited by the National Accreditation Council for the maximum period of 10 years. UASM is accredited by the European Quality Improvement System –EQUIS since 2003; by the Association of MBAs for the MBA program since 2004; and by the Association to Advance Collegiate Schools of Business- AACSB – since 2010. These three accreditations, known as the Triple Crown, are the most important and globally recognized, they place UASM among the 1% most prestigious Schools of Management in the world. UASM is the only School of Management in Colombia to hold this triple distinction and only nine Latin-American Schools hold this achievement.

## Co-organisers



The **Department of Shipping, Trade and Transport (STT), of the University of the Aegean, Greece** promotes the study and research of themes related to the maritime world, as well as those of transportation and international trade. Its undergraduate and postgraduate education programs are joined by a broad number of international research projects. Developed in cooperation with over 60 universities around the world, these projects cover a wide spectrum of subjects concerning seaports, shipping, cruising, integrated maritime transportation systems, logistics and transportation. A number of networks and affiliations (International Association of Maritime Economists; Port Performance Research Network, Transportation Research Board; World Conference of Transport Research Society etc.) support quality research and exchange.



The **Italian Centre of Excellence in Integrated Logistics** (“Centro Italiano di Eccellenza sulla Logistica Integrata” – CIELI) is a public entity, established within the University of Genoa (UNIGE), with the aim of developing research and higher education in the logistics sector. CIELI has adopted an interdisciplinary approach, based on the close cooperation among academics, both professors and researchers, who bring expertise, perspective and experience from different scientific areas (engineering, law, economy). CIELI has a staff of over 40 members which are permanently affiliated to the Centre. Over the last ten years CIELI developed a large background on port education and research. The Centre was extensively involved in national and international research projects on various port-related themes: port performance, port management, transport infrastructures, safety and security, the role of port logistics on regional development, and many others.

## Scientific co-ordinator



**PortEconomics** is a web-based initiative aiming to advance knowledge exchange on seaport studies. Established by maritime economists affiliated to academic institutions in Belgium, Greece and the Netherlands. It provides freely accessible research, education, information, and network-building material on critical issues of port economics, management and policies. Today, the PortEconomics team has 11 members and 20 associates from 15 countries.

First name	Last name	Position	Organisation	Country
Jairo	Aguilera Soto	Cruise Advisor	ProColombia	Colombia
Veneta	Andonova Zuleta	Dean	School of Management, Universidad de los Andes	Colombia
Aris	Batsoulis	Development Director- Cruise Manager and Senior Vice-President	Corfu Port Authority and MedCruise	Greece
Giovanni	Benedetti	Marketing Director	Sociedad Portuaria Regional de Cartagena	Colombia
Jonathan David	Bernal González	Director Infrastructure and Sustainable Energy	National Planning Department (DNP)	Colombia
María Emilia	Bonillas Guardo	Cruise Coordinator	Sociedad Portuaria Regional de Cartagena	Colombia
Milaika	Capella Ras	Port & Development Officer and Terminal Operators Group	Curaçao Ports Authority and Caribbean Shipping Association	Curaçao
William	Castleton	Regional Manager	Boskalis International B.V.	Colombia
Chris	Chase	Marketing Manager	Port of Los Angeles	USA
Domingo Segundo	China Barrera	President	Sociedad Portuaria Regional de Santa Marta	Colombia
Melissa	Consuegra	Director	WISTA Colombia	Colombia
Jorge	Contreras Rivas	Commercial Director	Terminal de Cruceros Bahía de Miraflores (TCBM)	Peru
William Jorge	Dau Chamat	Mayor	City of Cartagena	Colombia
Francesco	di Cesare	President	Risposte Turismo	Italy
Airam	Díaz Pastor	President	MedCruise	
Michaël	Dooms	Professor	Vrije Universiteit Brussel (VUB)	Belgium
Silvana	Giaimo	Director of Corporate Affairs	Sociedad Portuaria Regional de Cartagena	Colombia
Julián	Guerrero Orozco	Vice Minister of Tourism	Ministry of Commerce, Industry and Tourism	Colombia
Juan Francisco	Herrera Leal	General Director	DIMAR	Colombia
Geraldine	Knatz	Professor	University of Southern California	USA
Virginia	López Valiente	CEO	CruiseNews Media Group	Spain
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Jorge Enrique	Uricoechea	Harbour Master of Cartagena Port	DIMAR	Colombia
Juan Felipe	Vallejo Vejarano	Subdirector of Transportation	National Planning Department (DNP)	Colombia
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Aggelos	Vlachos	BoD member	Thessaloniki Port Authority	Greece
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