



Webinar 4

Global destination responses to the crisis: how destinations are planning for the new normal

Panel Members



Anita Mendiratta

SPECIAL ADVISOR to the Secretary General of the UNWTO

A committed Tourism & Development practitioner, Anita Mendiratta is Founder and President of ANITA MENDIRATTA & Associates, a highly respected and trusted international consulting firm based in London, UK. With over two decades of professional working and living experience worldwide, Anita's hands-on, cross-cultural, cross-industry expertise in public and private sectors has created an innate ability to feel the 'heartbeat' of societies – the economic, social, political, cultural and environmental dynamics impacting and inspiring nations facing change. Importantly, with proven agility and acumen mobilising impact across diplomatic, government and business spheres, she has earned the trust of leaders seeking to unlock higher levels of performance. For this reason, Anita is sought after as both a strategist & advisor in national growth, development, and often, recovery. Anita is also honored to be: SPECIAL ADVISOR to the Secretary General of the UNWTO, STRATEGIC ADVISOR TO CNN INTERNATIONAL in Tourism & Development, STRATEGIC RESOURCE TO THE WORLD BANK, WTTC, IATA and ATAG in Tourism, Aviation and Development.



Sumaira Isaacs

CEO of World Tourism Institute

As a destination expert and influencer, with over 25 years' experience, I bring immense international knowledge and 'art of international insights and best practices' on how to establish and grow a destination, within the tourism industry. I have been fortunate to have worked along with several Tourist Boards, Associations and Local Governments in Africa, Middle East, India and north America. My expertise and body of work over the years, comprises of tourism and destination strategy development and action planning - supporting some of the most prolific "winning tourism destinations" such as Dubai, Abu Dhabi, Saudi Arabia, Qatar, India, Malaysia, Singapore, Turkey, Canada, and most recently South Africa and Pakistan, to name just a few. Currently, I serve as CEO of World Tourism Institute a Tourism Think Tank committed to reshaping economies through tourism, with special focus on Africa.



Ilse van Schalkwyk

Chief Director: Economic Sector Support

Department Economic Development and Tourism

Ilse van Schalkwyk is a development economist working in the Western Cape. She completed her Master's in Public Development Management through the University of Stellenbosch in 2007 and is currently busy with her doctoral study in Development Economics. Ilse has worked in both private and public sector as a development economist with many years of experience in economic research and planning, strategy development, market research as well as economic analysis for local and international clients. She has been employed in the public sector for the past 8 years in senior management positions relating to economic planning and development for both local and provincial Government within the Western Cape and she currently holds the position of Chief Director for Economic Sector Support at the Western Cape Provincial Department of Economic Development and Tourism. The major programmes she is responsible for is sector development as well as tourism within the Province. Her areas of responsibility include sector support, destination development and planning, export development and investment for a range of priority sectors.

Moderator



Rashid Toefy

Deputy Director General: Economic Operations in the Department of Economic Development and Tourism

Before joining the department, Rashid was the Managing Director of MCI in Africa. The MCI Group is world's largest conference and association management company, and brings people together through innovative meetings, events and congresses and provides strategic association management consultancy in 60 cities around the world.

He served as the Chief Executive Officer of the Cape Town International Convention Centre (CTICC), the leading convention centre in Africa from 2008 to 2014, positioning it as a global leader in sustainability.

He has worked extensively in the travel and tourism industry, both in South Africa and abroad. He spent three years based in Amsterdam, developing business and marketing strategies for travel companies and tourism businesses in over 30 countries, working extensively in Central Europe and Latin America.

Rashid is a member of the United Nations Global Compact Advisory Board in South Africa.

He has a degree in Economics and Environmental Science, as well an MBA from the University of Cape Town with his Masters Dissertation focusing on Collaborative Leadership, balancing discipline and diversity in effective decision making.

Rashid has become a thought leader on sustainability and implementation of triple bottom line principles within an organisation. He has spoken at several conferences, both in South Africa and abroad, about the importance and value of establishing social and environmental consciousness in businesses. Rashid hates settling for mediocrity, and wants to do profound things that impact positively on all those around him.

He says: "we all need to make the following two ancient philosophies part of our lives....the first is the Japanese concept of *Kaizen* – "continuous improvement" and the second is the uniquely African concept of *Ubuntu* meaning "I am because we are".