

# From Canada to the Caribbean: Shape the Future of the Blue Economy

3RD GLOBAL TOURISM RESILIENCE DAY CONFERENCE AND EXPO  
FEBRUARY 17-19, 2025

HANOVER, JAMAICA, WI  
DAY TWO HOST



# INTRODUCTION

ECO Canada is excited to host Day 2 of the 3rd Global Tourism Resilience Day Conference and Expo, focusing on “Coastal Management for Tourism Resilience using Digital Technologies.”

This event will gather industry leaders, policymakers, technology experts, and academics to explore innovative solutions that enhance the resilience of coastal tourism. The inaugural conference was held in 2021, focusing on the critical need for sustainable practices in tourism to ensure long-term viability and growth. Each subsequent year has expanded on this foundation, exploring themes such as digital transformation, sustainable development, and community engagement in tourism resilience.

As a Canadian-based sponsor, your organization will have the opportunity to showcase its commitment to sustainability and innovation while gaining valuable exposure to a diverse audience of stakeholders in the tourism and technology sectors, even if you are unable to attend in person.

We are thrilled to announce that the United Nations Secretary-General has tentatively agreed to speak at the event, providing a prestigious platform for discussion on global tourism resilience. As a Canadian-based sponsor, your organization will have the opportunity to showcase its commitment to sustainability and innovation while gaining valuable exposure to a diverse audience of stakeholders in the tourism and technology sectors, even if you are unable to attend in person.

## WHY ALIGN WITH THIS CONFERENCE?

Canadian companies, particularly those in sectors such as sustainable tourism, environmental technology, digital innovation, and coastal management, stand to benefit significantly from aligning with this conference. By participating, these organizations can:



**Expand Market Reach:** Engage with international stakeholders and potential partners in the Caribbean and beyond, opening doors to new markets and collaborations.



**Showcase Expertise:** Position themselves as thought leaders in sustainability and innovation in tourism, enhancing their reputation on a global stage.



**Network with Influencers:** Connect with government officials, industry leaders, and NGOs focused on resilience and sustainability, fostering relationships that can lead to future opportunities.



**Influence Policy:** Participate in discussions that shape the future of tourism resilience, providing Canadian companies a chance to advocate for practices and policies that align with their values and objectives.



**Access Funding Opportunities:** Gain insights into funding and investment opportunities related to sustainable tourism initiatives, which can be crucial for companies looking to expand their offerings.

**As a Canadian-based sponsor, your organization will have the opportunity to showcase its commitment to sustainability and innovation while gaining valuable exposure to a diverse audience of stakeholders in the tourism and technology sectors, even if you are unable to attend in person.**

# AGENDA

## ECO CANADA'S SECOND ANNUAL BLUE ECONOMY SUMMIT | JAMAICA | FEB 18, 2025 SUSTAINABLE OCEANS, GLOBAL FUTURES: COLLABORATING FOR A THRIVING BLUE ECONOMY

### 8:00 AM – 8:45 AM

#### Registration and Networking Breakfast

Kick off the summit with opportunities to connect with attendees from across the globe.

### 8:45 AM – 9:00 AM

#### Welcome Address and Opening Remarks

Kevin Nilsen, President & CEO, ECO Canada

### 9:00 AM – 10:00 AM

#### Setting the Stage: Vision for a Global and Sustainable Blue Economy

#### Panel Discussion: International Collaboration for Managing Climate Risk, Education, Business and Knowledge Transfer for Sustainable Ocean Resource Development

Panelists from Canada, the Caribbean, and global institutions share strategies for fostering sustainable practices and innovation.

**Moderator:** Dr. Ravidya Burrowes

**Panelists:** António Guterres, Sec. General, United Nations; Dr. Yogendra Chaudhry, VP, ECO Canada; Hon. Andrew Holness, Prime Minister, Jamaica; Hon. Oneidge Walrond, Minister of Tourism, Industry & Commerce of the Cooperative Republic of Guyana; Hon. John Antonio Briceño, Prime Minister, Belize; & Excellency Mark Berman Canadian High Commission (Canada).

### 10:00 AM – 11:00 AM

#### Panel Discussion: Leveraging Ocean Technology for Resilient Tourism Infrastructure:

Panelists from Canada and the Caribbean examine how innovations in ocean technology can ensure sustainable infrastructure development for coastal tourism.

**Moderator:** Dr. Yogendra Chaudhry

**Panelists:** Natalia Bayona, United Nations, Tourism Executive Director; Ken Doyle, CEO, Tech Access Canada (Canada); Dr. Ravidya Burrowes, Environmental Sustainability Specialist (Canada); & Jai Ragunathan, Marine Institute of Memorial University of Newfoundland (Canada).

### 11:00 AM – 11:15 AM

#### Coffee Break

### 11:15 AM – 12:00 PM

#### Panel Discussion: Workforce Development in the Blue Economy: Building Skills for a Resilient Tourism Sector:

Panelists from Canada, the Caribbean, and global institutions address the critical need for upskilling the workforce to meet the challenges of sustainable tourism and ocean management.

**Moderator:** Derek Ramsamooj

**Panelists:** Ceibert Adamson EdD, Vice President, Academic, Mohawk College (Canada); Derek Lu Pak, Chairman, CBF's Advancing Circular Economies Committee (Trinidad); Miles Scott-Brown, President, The Ciera Group (Canada); Garvin Madera, CEO, Caribbean Airlines (Trinidad); & Prof. Rose-Marie Belle Antoine, Principal and Pro Vice-Chancellor, UWI (Trinidad).

### 12:00 PM – 12:50 PM

#### Panel Discussion/Plenary Session: Financing the Blue Economy – Innovative Solutions for Investment

Exploring funding mechanisms to support sustainable ocean projects.

**Moderator:** Ken Doyle

**Panelists:** Karen Mc Donald, CEO, Caribbean Biodiversity Fund (Jamaica); Derek Ramsamooj, CEO, Carbon Footprint ACP (Africa /Caribbean/Pacific); & Professor Andrew Spencer, President, the Caribbean Maritime University (Jamaica).

### 12:50 PM – 1:00 PM

#### Closing Remarks: Future of the Blue Economy – Lessons from ECO Canada

Kevin Nilsen, President & CEO, ECO Canada.

### 1:50 PM – 04:00 PM

#### High Level Ministerial Meeting

*Disclaimer: Please note that all speakers listed in the agenda for ECO Canada's Second Annual Blue Economy Summit / 3rd Global Tourism Resilience Day Conference are tentative and subject to confirmation. Additionally, the topics of the panel discussions may be adjusted based on the final composition of the panelists. We appreciate your understanding as we finalize the details to ensure a dynamic and engaging summit experience.*

# SPONSORSHIP TIERS

## PLATINUM SPONSOR – \$10,000

### BENEFITS:

- Prominent logo placement on all on-site on the day of the event materials, including, brochures, and the ECO Canada website.
- Keynote speaking opportunity on Day 2, with the option to present alongside the UN Secretary-General pending availability.
- Exclusive branding during ECO Canada-hosted sessions.
- Access to VIP networking events and sessions.
- Dedicated social media promotion before, during, and after the event.
- Opportunity to distribute promotional materials at the event

## GOLD SPONSOR – \$7,000

### BENEFITS:

- Logo placement on event materials and the conference website.
- Opportunity to participate in a virtual panel discussion on Day 2, with the option to present your organization's initiatives.
- 5 complimentary conference passes.
- Branding during selected sessions and networking events.
- Social media mentions and promotion.
- Opportunity to include promotional materials in attendee communications

## SILVER SPONSOR – \$5,000

### BENEFITS:

- Logo placement on the conference website and selected digital event materials.
- 3 complimentary conference passes.
- Recognition during ECO Canada-hosted sessions.
- Opportunity to distribute promotional materials.

## BRONZE SPONSOR – \$3,000

### BENEFITS:

- Logo placement on the ECO Canada website.
- 2 complimentary conference passes.
- Recognition during the event.

## NEXT STEPS

We invite you to join us in shaping the future of resilient tourism by sponsoring the 3rd Global Tourism Resilience Day Conference and Expo. For more information or to discuss sponsorship opportunities, **please contact:**

**Dr. Yogendra Chaudhry**

Vice-President

Environmental Careers Organization (ECO) Canada

Suite 400, 105 12 Avenue SE

Calgary, AB T2G 1A1

**Tel:** 403-233-0748 ext. 1980

**Email:** [ychaudhry@eco.ca](mailto:ychaudhry@eco.ca)



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Thank you for considering this opportunity to partner with ECO Canada in advancing tourism resilience through digital transformation. Together, we can create a sustainable future for coastal tourism, regardless of geographical boundaries.