

FIJET Members

May 4rd 2022

Dear FIJET Members

I write to you as Secretary General and Co-Founder of the Mediterranean Tourism Foundation with a view to invite you as a speaker in our forthcoming conference.

Before however delving into further details about the conference I will briefly give you an overview of who we are. The Mediterranean Tourism Foundation is an independent and impartial international organisation for public-private cooperation. It aims to increase the potential of sustainable tourism growth across the Mediterranean, by transforming the region into an area of peace, cooperation and prosperity through regional cooperation and tangible projects including commercial initiatives. The Foundation has as patron H.E Dr George Vella, President of Malta who is a very active advocate for peace in the Mediterranean region through the promotion of sustainable tourism growth.

For more information about the Foundation and list of the respectable board of Governors and ambassadors please refer to www.medtourismfoundation.com.

As over the past two years COVID 19 disrupted the travel, tourism and hospitality sector at a global level in particular the economies of tourism dependent Mediterranean destinations, the MTF has persisted with it's efforts to focus and create concrete initiatives to support the industry. Indeed, during this challenging period MTF has notably further grown its international network and accordingly delivered various concrete initiatives in various fields including music and events, technology, embellishment of cities, training and development, religious tourism and service excellence and safety. Towards this end, MTF has partnered with leading organisations in the world including, WSP, Grimshaw, Radio Italia, the Mediterranean Orchestra, the Governmental Institute for Travel and Tourism, UNRWA, the Union for the Mediterranean, UNWTO, the Andrea Bocelli Foundation and Forbes Travel Guide amongst others.

The Foundation also organises the Mediterranean Tourism Forum which is a yearly gathering that brings together leaders of society and other stakeholders holding an interest in Mediterranean tourism and peace. Indeed, representatives of governments, top executives, leaders of international organisations and relevant non-governmental organisations, the most prominent cultural, societal and thought leaders and disruptive voices come together at the beginning of each year with the aim to define priorities and shape Mediterranean tourism agendas. The Forum takes the format of various specialised masterclasses and

discussion arenas culminating in a plenary session and the Mediterranean Tourism Gala Awards ceremony.

Public inclusion is achieved through broad international media participation, televised sessions and webcasts, and through the Foundation's followers on social media.

The theme of the forthcoming Forum will be MEDITERRANEAN BRAIN – **Business Research And Innovation Network**. The discussions will focus on why we need to learn to better use our brains, as whatever the situation is, thinking outside the box is today becoming the moon-shot of our generation. Significantly, during the Forum, the Business Research And Innovation Network will be launched. This will be an organisation which will aim to establish alliances with leading organisations and accordingly focus on research, innovation with an emphasis on networking. Areas which we aim to address through the projects spearheaded through the BRAIN include, religious tourism, crises management, sports tourism, marine conservation/scuba-diving, embellishment, climate change/wild-fires management, service excellence on the job training, sustainable tourism/carrying capacity, AI data analytics, Mediterranean cuisine and standards, music events, and culture and art. Participation in the BRAIN initiative will be open to the MTF's network organisations, members and associates. In a nutshell the aim is to attract the best brains from across the world and convene them within the BRAIN initiatives to brainstorm ideas and inspire new solutions that address challenges which the travel, tourism and hospitality sector is facing.

Participation is open to the Foundation's network organisations, members and associates. The ongoing close collaboration with these stakeholders ensures the solution-oriented substance of the Mediterranean Tourism Forum, as numerous initiatives of regional importance have been launched during the related events. Indeed, last Forum organised in 2019 attracted over 1400 participants from 30 different countries

The events related to the next Forum will start on the 13th June 2022 during which various think tanks will be held with the aim to compile a declaration on the future of tourism. In this context **FIJET** is being invited to lead a Think Tank for its members and other journalists. The aim of the Think Tanks will be brainstorm ideas which will be compiled together by a Co-ordinating team of experts in the form of a Declaration for presentation to relevant authorities including the European Commission, European Parliament, Tourism Ministers from across the Mediterranean Region.

MTF will be sponsoring all events for all members of FIJET. However, accommodation will be sponsored by MTF on first come first served basis, the others who come at a later stage, will be offered free events and preferential accommodation rates.

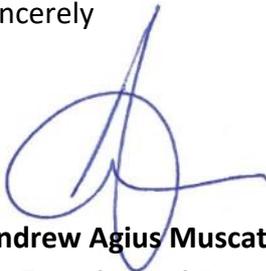
On the evening of the same day there will also be the Mediterranean Tourism Awards Gala event to be held at one of the most beautiful outdoor venues in Malta. On the 14th June the Mediterranean Tourism Forum will convene. This will include various breakout Master Classes in the afternoon session addressing different interesting topics. Kindly refer to the attachments for information about the Master Classes and BRAIN Think Tanks.

In the evening there will be a networking party at SkyBeach. All activities on this day will be held at the INTERCONTINENTAL Hotel. On the 15th June there will be excursions of the island.

If you kindly accept our invitation and agree to participate, please highlight how you will be promoting the Forum up to the date it commences, across the world and the reporting after the conference is over.

While I look forward to following up about the above matters, I take this opportunity to assure you of my highest consideration.

Sincerely

A handwritten signature in blue ink, consisting of a large, stylized 'A' followed by a smaller 'M' and a horizontal stroke extending to the right.

Andrew Agius Muscat
Co-Founder and Secretary General