

BELT AND ROAD  
CONFERENCES:  
PORTUGAL-CHINA  
DIALOGUES  
ON TOURISM

8<sup>TH</sup> OCTOBER 2024

AT  
SALA DE ATOS  
UNIVERSIDADE DE AVEIRO



**9H30 OPENING SESSION**

**PROF. PAULO JORGE FERREIRA** – Rector of the University of Aveiro

**PROF. CARLOS COSTA** – Full Professor at the University of Aveiro and President of the *Plataforma Nacional de Turismo*

**PROF. FERNANDA ILHÉU** – President of the New Silk Road Friends Association (NSRF)

**AMBASSADOR ZHAO BENTANG** – Ambassador of People’s Republic of China in Portugal (*to be confirmed*)

**DR. PEDRO MACHADO** – Secretary of State for Tourism of the XXIV Constitutional Government of Portugal

**10H-10H30 – KEYNOTE SPEAKER**

**DR. PEDRO MACHADO** – Secretary of State for Tourism of the XXIV Constitutional Government of Portugal

**10H30-10H45 – COFFEE BREAK**

**10H45-11H45 FIRST PANEL: PORTUGAL-CHINA COOPERATION ON TOURISM**

Moderator:

**PROF. FERNANDA ILHÉU** – President of the New Silk Road Friends Association (NSRF)

Speakers:

**DR. YONG LIANG** – President of the Associação do Turismo Chinês em Portugal (ACTEP) (*to be confirmed*)

**MS. LILY YANG** – CEO of the GREATOPUS International Travel Service

**DR. PEDRO COSME** – (*to be confirmed*)

**11H45-12H Q&A**

**12H-14H LUNCH BREAK**



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**14H-15H05 SECOND PANEL: PORTUGAL-CHINA INTERCULTURAL DIALOGUE ON TOURISM**

Moderator:

**PROF. ZÉLIA BREDÁ** – Vice Director of the master's program in Tourism Management and Planning at the University of Aveiro *(to be confirmed)*

Speakers:

**DR. TIAGO BRITO** - Representative of the Turismo de Portugal Institute in Shanghai

**DR. LI GUOFENG** – PhD Candidate at ISCSP-IO, CCCM-FCT Scholarship Holder

**DR. CRISTINA DE JESUS** – PhD Student of Tourism at the University of Aveiro

**PROF. CARLOS COSTA** – Full Professor at the University of Aveiro and President of the Plataforma Nacional de Turismo

**15H05-16H20 THIRD PANEL: AIR ROUTES LOGISTICS AND OPERATIONS MANAGEMENT**

Moderator:

**PROF. GAVIN ECCLES** – Managing Partner; GE Consulting & Advisory

Speakers:

**MS. CORAL CHEN** – Representative of Beijing Capital Airlines in Lisbon *(to be confirmed)*

**DR. ISABEL PAULA** – CEO AT *ORIENTATE*

**16H20-16H35 Q&A**

**16H35-17H CLOSING SESSION**

**PROF. CARLOS COSTA** – Full Professor at the University of Aveiro and President of the Plataforma Nacional de Turismo

**PROF. FERNANDA ILHÉU** – President of the New Silk Road Friends Association (NSRF)



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