



WORLD TRADE
ORGANIZATION

WTO Simply Services

BUILDING BACK BETTER IN TOURISM
The roles of international organizations

23 June 2020
13h30-15h00

Zoom Platform

Bio-Book



Participants & Organizers

Participants

Moderator

Dale Honeck, WTO

Panellists

Anders Aeroe, ITC

Kim Kampel, Commonwealth

Jane Stacey, OECD

Zoritsa Urosevic, UNWTO

Organizers

Meeting Chair

Dale Honeck, WTO

Meeting Co-chairs

Panagiotis Barkas, WTO

Ester Rubio Colomer, WTO

Sheila Coyle, WTO

Francine Martini, WTO

Biographies of Panellists

Dale Honeck, Senior Counsellor, Trade in Services and Investment Division, WTO



Mr. Honeck has been a Counsellor in what is now the WTO Trade in Services and Investment Division since 1997, and was promoted to the senior Counsellor level in 2002. His WTO responsibilities include issues related to tourism services, professional services, services aspects of WTO accession issues, and conducting technical assistance. From March 1992 to June 1997 he was an analyst in the Trade Policies Review Division.

Mr. Honeck holds *inter alia* a Masters in International Affairs (MIA), specialization in International Political Economy, from Columbia University (USA); and a Diploma of Higher Studies (DES), specialization in International Economics, from the Graduate Institute of International Studies of Geneva, Switzerland. He has also done some doctoral research. A recent tourism work with co-authors analyzes the linkages between ecotourism and protecting African biodiversity. A 2018 article examines the role of tourism in promoting manufacturing development in LDCs.

Recent publications:

- [How can we protect African biodiversity via LDC ecotourism?](#)
- [Can LDCs leverage tourism for manufacturing?](#)

Anders Aeroe, Director, Division of Enterprises and Institutions, ITC



Anders Aeroe has been Director of the Division of Enterprises and Institutions of the International Trade Centre (ITC), Geneva, Switzerland since November 2016. Mr Aeroe, a Danish national, joined ITC in 2007 and has since then held several positions within ITC, including as Acting Deputy Executive Director, as Director of Division of Market Development, and as Chief of the Market Analysis and Research Section.

During his professional career Mr Aeroe has focused on the interrelated topics of trade development at enterprise, institutional and policy level, trade intelligence, competitiveness, sector and value chain development, and industrial transformation.

Before joining ITC, he spent a number of years in South Africa, as a regional adviser to the Danish Industrialisation Fund for Developing Countries and prior to this position as Senior Manager Trade Promotion at the Western Cape Trade and Investment Promotion Agency (WESGRO). He was Chairman of the Board of the Western Cape call centre business association (CallingtheCape) and was appointed as a member of the South African Maritime Industry Task Team. He also served as a member of the Advisory Council to the Cape IT Initiative.

Prior to moving to South Africa, Mr Aeroe held positions as Head of the Research and Policy Division at the Danish Society of Engineers and Export Manager at the Danish Federation of Small and Medium-Sized Enterprises. Mr Aeroe holds a PhD in industrial economics from Copenhagen Business School. He has been a Research Fellow at University of California Los Angeles and at the Danish Institute for International Studies, and a post-doctoral Research Fellow at the Technical University of Denmark.

Kim Kampel, *Trade Adviser, Trade Negotiations and Emerging Trade Issues, Commonwealth Small States Office, Geneva*



Kim is currently a Trade Adviser, responsible for Trade Negotiations and Emerging Trade issues, with the International Trade Policy Section at the Commonwealth Secretariat, based at the Small States Office in Geneva. She provides legal, technical and policy support to small states with respect to negotiating international trade agreements and navigating emerging trends with respect to new generation trade issues.

Kim is a qualified lawyer with over 15 years of experience in legal and policy analysis, within both a national and international multilateral trade and development context. She further has public and private sector experience in the fields of competition law and policy, responsible investment, sustainable development and small business development. Between 2006 and 2015, she worked as a senior trade official and negotiator for the South African government in South Africa and Geneva. Before joining government, Kim worked for at the South African Competition Tribunal and as a lawyer in private practice. Kim holds a BA and LLB (South Africa), an MBA (UK) and an LLM in Public International Law (International Economic Law) (Graduate Institute of International and Development Studies, Geneva.)

She has published articles on trade and sustainable development and competition policy. Recently she has co-authored work on the linkages between ecotourism and protecting biodiversity in the West African context, as well as a Commonwealth paper on the implications of COVID-19 for the recovery of the tourism sector in small economies.

Jane Stacey, *Head of Tourism Unit, Centre for Entrepreneurship, SMEs and Local Development, OECD*



As Head of the Tourism Unit, Jane is responsible for the work of the OECD [Tourism Committee](#), and its Working Party on Tourism Statistics. The OECD work on tourism helps member and partner countries develop integrated policies to address major challenges faced by the sector (e.g. [digital transformation](#), [competitiveness](#), [quality jobs and skills](#), [innovation](#), [sharing economy](#), [travel facilitation](#), taxation), engage reforms in tourism building on in-depth policy analysis (e.g. [Mexico](#), [effective policies for tourism growth](#)), improve measurement and analysis of tourism services (e.g. [Tourism Satellite Account](#), [competitiveness indicators](#), [tourism trade in value added](#), [impacts of tourism at regional level](#)), and enhance international co-operation in tourism.

Among other things, Jane is currently leading work on tourism policy responses to mitigate the impact and support the recovery of the tourism sector following the COVID-19 pandemic (see [tourism policy note](#) on the [OECD COVID-19 Hub](#)). Jane has over 20 years experience working in tourism, in the public, private and academic sectors, and before joining the OECD she worked as an analyst, consultant and lecturer in Ireland.

Zoritsa Urosevic, *Special Representative to the United Nations in Geneva and New York, Director of the Institutional Relations and Partnerships Department, UNWTO*



Zoritsa Urosevic is currently the UNWTO Special Representative to the United Nations in Geneva and New York (a.i), and Director of the Institutional Relations and Partnerships Department. The department is responsible for providing policy advice for external relations, strategic partnerships and financing for development to the Secretariat, including the integration of the 2030 Agenda and the UN Reform in the organization's strategic work and delivery. Urosevic is a member of UNWTO's Recovery Committee strengthening UNWTO and partners response to the current COVID19 crisis.

Urosevic joined the World Tourism Organization in 2006, working on positioning tourism in the development cooperation and trade agenda. The Rio+20 outcome document "The future we want" acknowledged for the first time the importance of tourism in the three dimensions of sustainability. She participated with United Nations Environment Programme (UNEP) in the formulation of the 10 Years Framework Programme for Tourism (today known as One Planet) and she was involved in the build-up towards the universal 2030 agenda. Since 2015, she has been a strong advocate for maximizing the dialogue between Trade and Tourism, in order to unlock tourism potential for development and growth. She is currently leading the UNWTO work on the Sustainable Development Goals (SDGs) and after publishing the report: "Tourism and SDGS – a journey to 2030", she created the Tourism for SDGs (T4SDG) platform, a co-creation space for all, to make tourism a key sector for the 2030 Agenda.

Rich with experience in both developed and developing countries, her innovative thinking has led to building responses to global challenges, formulating and developing sustainable policies and strategies at the regional, national and corporate level. "Making Tourism Work for Small Island Developing States (SIDS)" was the first publication she prepared for UNWTO in 2005.

From 1993 to 2004, she worked in the Seychelles at the Ministry of Industry and the Ministry of Tourism and Transport, as Director of International Cooperation at regional and global levels, including with UNWTO and other institutions. In her position as co-chair of the UNWTO Programme Committee (representing 45 African Member States), she lobbied for the first UNWTO Programme for Africa, approved by the UNWTO Member States in 1997 for 10 years.

She started her career in France as Export Director for Groupe SOGEXPORT (Bank Société Générale) in Paris, after completing her Psychology and Business Management studies in Strasbourg.