

Provisional Programme

The Future is Female: Shaping the Tourism of Tomorrow

28 May 2026 – Asuncion, Paraguay

- 14:30** **Opening**
Leticia Ocampos, First Lady, Paraguay (tbc)
Jacinto Santa María Ammatuna, Minister of Tourism, Paraguay
Shaikha Al Nuwais, Secretary General, UN Tourism
- 14:45** **The Future is Female: High-Level Panel**
Presenter of the panel: Jacinto Santa María, Minister of Tourism, Paraguay
Coordinator of the panel: Yanina Martínez, President of FEMTUR
Panelists:
- *Glenys Hanna Martin, Minister of Tourism, Bahamas*
 - *María Paz Lagos, Undersecretary of Tourism, Chile*
 - *Gisselle Burbano, Regional Specialist in Human and Social Sciences, UNESCO Regional Office in Montevideo*
- Moderator: Natalia Bayona, Executive Director, UN Tourism*
- 15:25** Signing ceremony MOU UN Tourism – FEMTUR
- 15:30** **Technical Workshops**
Technical workshops held in parallel designed for women looking to boost their business or career in tourism. These sessions offer practical skills, digital tools, and real-world sector strategies to grow with confidence, innovate, and unlock new professional opportunities.
- Option 1** **The Luxury in Authenticity:** Transforming cultural heritage into high-value products for global marketing.
Facilitated by Rosanna Fustagno – AFEET Paraguay, FIASEET
- Option 2** **The Leader in You:** training in leadership skills, public speaking and impact techniques.
Facilitated by Yanina Martínez - President of FEMTUR
- Option 3** **Digital DNA:** Using technology and data to put local businesses on the global map.
Facilitated by Camila Corrales - AMADEUS
- 5 min** *Break to return to the Main Room*
- 17:05** **Final reflexions:** networks to continue building the tourism of tomorrow
Yanina Martínez, President, FEMTUR
Natalia Bayona, Executive Director, UN Tourism
- 17:30** Networking Coffee