
T-FEMALE (Tourism Female Empowerment Alliance for Europe)

Building Women's Leadership, Inclusion and Opportunity in Tourism across Europe: Good Practice from Germany

Webinar | 1 September 2026, 10:30 – 11:30 (CEST)

Programme

10:30 – 10:35 | Setting the Scene: The UN Tourism Agenda for Europe

Nina Kušar, Programme Officer, Regional Department for Europe, UN Tourism

10:35 – 10:45 | UN Tourism and Women's Empowerment

Benjamin Owen, Senior Project Specialist, Ethics, Culture and Social Responsibility, UN Tourism

10:45 – 11:00 | Building National Female Leadership Networks in Tourism: Germany

Maja Murza, Head of Division, Reduction of Bureaucracy to ease the burden on the Economy, Federal Ministry for Economic Affairs and Energy

Sven Liebert, Secretary General, Federal Association of the German Tourism Industry (Bundesverband der Deutschen Tourismuswirtschaft)

11:00 – 11:15 | Discussion: lessons learnt

Speakers: Maja Murza and Sven Liebert

Moderated by Benjamin Owen

11:15 – 11:25 | Audience Q&A

11:25 – 11:30 | Closing Remarks and Next Steps

Nina Kušar, Programme Officer, Regional Department for Europe, UN Tourism