

# FUTURE TECHNOLOGY TALKS

## Metaverse in Travel & Tourism Sector

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**DATE:** DECEMBER 8, 2023

**TIME:** 9:00-11:30AM

**VENUE:** FOTOGRAFISKA

**This morning discussion will explore how the Travel and Tourism sector can effectively leverage the metaverse and how Estonia can position itself as a digital leader in this realm.**

In the past 3 years, we've witnessed a surge in the popularity and prevalence of new digital experiences in the nascent metaverse. The 3D and immersive nature of technology form the basis of the metaverse and unlock new ways of working, communicating, learning, playing and living.

Join us to take a closer look at the benefits this immersive technologies and how different industries can benefit from it in the future. This time, we will discuss how the Travel & Tourism sector can utilise metaverse and how Estonia could be the digital leader in this space.

### EVENT PROGRAM

#### 9:00-9:30

Morning coffee and light breakfast. Networking

Moderator: Michael Burich, Co-Founder of Mind Spa

#### 9:30

- Opening of the event by AmCham Estonia President Megan Riley
- Message from the Head of the Estonian Tourism Board Rainer Aavik
- Keynote Presentation by Vitnija Saldava, Regional Public Policy Lead, Meta

#### 10:10

**Panel Discussion: "Immersive Technologies in Tourism: What is Ahead and How Estonian Companies Can Lead The Way"**

1. Lilit Palmar, CEO, Maru VR
2. Birgit Tell, Marketing Manager, Mobilab
3. Egle Rääsk, Blueray
4. Ott Sarapuu, PROTO
5. Külli Kraner, Head of Tourism, Estonian Ministry of Economic Affairs

#### 11:00

Q&A with the audience

#### 11:30

End. Networking