

51ST

EHMA ANNUAL GENERAL MEETING

WARSAW

28-30 MARCH 2025



Leading theme:
Hospitality by Design

As we advance into the future,
our industry is being transformed by
a design-centric approach that
enhances hotel interiors, enriches
guest experiences, integrates
cutting-edge technology,
and promotes sustainability.



51ST

EHMA
ANNUAL
GENERAL
MEETING

SPEAKERS



NICK
DRIESSEN



MANUEL
ENGELSTHAL



ANDRES
FELLENBERG
VAN DER MOLEN



PAOLA
GARIGLIO



JOANNA
JURGA



SZYMON
MARCINIAK



PAWEŁ
MOTYL



ALEXA
POORTIER



CLARE
SHINE



CHRISTOPH
STEINDORF



ADAM D.
TIHANY



MARCO
TRUFFELLI



PAOLA
VULTNERINI



ANDRZEJ
WODECKI



IAN
YEOMAN

Leadership Session: Design Your Future

Speaker: Pawel Motyl

Technology Design Session:

- **Generative AI and Multi-agent Systems in Management**
Speaker: Prof. Andrzej Wodecki, Warsaw University of Technology
- **Emerging Technologies in the Hospitality Sector**
Speaker: Paola Gariglio, Amadeus

Sustainability Session:

- **Challenges of Decarbonization in a Changing Environment**
Speaker: Manuel Engelsthal
- **The Hidden Pillar of Hospitality: Design-Centric Sustainable Hygiene**
Speaker: Christoph Steindorf

- **Designing a Sustainability (ESG & CSR) Strategy toward EU Regulations**

Speakers: Onno and Alexa Poortier, Now Transforming Hospitality
Andres Fellenberg Van der Molen, Green Partner Audits & Consultancy

People & Culture: We brew the joy of true togetherness

Speaker: Nick Driessen

Designing Accessible Experiences for All

Speaker: Paola Vultnerini, Valueable Network

Hospitality Keynote:

Scenario Planning and Tourism Futures and '2075: The Future of Food Tourism

Speaker: Prof. Dr. Ian Yeoman, Hotel Management School Leeuwarden

Product, Service, and Interior Design Session:

Beyond the Lobby: Neuroarchitecture's Impact on Hotel Experiences

Speaker: Dr. Joanna Jurga, School of Form, SWPS University

Design Keynote:

WHY DESIGN? Inspiration – process – value

Speaker: Adam D. Tihany, Tlihany Product Design

Closing Remarks:

Connecting the Dots: towards a shared culture of transformation

Speaker: Clare Shine, Cambridge Institute for Sustainability Leadership

Sports Keynote

Speaker: Szymon Marciniak, FIFA & UEFA Referee

Speaker



ALEXA POORTIER

Founder

NOW Transforming Hospitality GmbH
(itmustbeNOW.com)

Alexa is a champion of advancing regenerative sustainability to leave destinations better than we find them, and timely ACTION to double down on impact and achieve Net Zero or better - Net Negative Carbon Emissions.

Her career spanned over three decades within hospitality, PR and media in Canada, Asia Pacific, Europe and Middle East where she worked in senior leadership roles with Dow Jones's Asia Business News (CNBC Asia), NewsCorp's Star TV, Sumitomo's Jet TV, Ogilvy & Mather PR, Edelman PR and The Alpina Gstaad. She understands business challenges and the power of accountable and transparent communication for impactful engagement with stakeholders.

At this most urgent of times, Alexa believes that hospitality businesses need accountability and purpose that deliver on the UN Sustainable Development Goals (SDGs) to improve the quality of life of their communities, support climate action and protect the natural world that they depend on.

Speaker



ONNO POORTIER

Co-founder and Chairman
NOW Transforming Hospitality GmbH
(itmustbeNOW.com)

A respected hotelier and professional, Onno's five-decade-long career has seen him work with luxury hotel brands around the world in leadership roles as diverse as asset management, business development, corporate organisation, marketing and operational management.

As chairman, board advisor and President of numerous luxury hotels and marketing alliances, he maintains a defining role within the industry.

Currently, he serves as chairman of Sandoz Foundation Hotels and international advisory board for Preferred Hotels & Resorts. He also served as owner's advisor and board director of The Alpina Gstaad and chairman of Badrutt's Palace Hotel St. Moritz.

He worked with Peninsula Hotels for 25 years and led their expansion in Asia, USA and Europe as President and also the iconic Beau Rivage Palace Lausanne.

Onno believes the climate crisis presents the hospitality industry with a unique opportunity to positively impact many lives and secure thriving businesses in the process.

Speaker



ANDRES FELLEBERG VAN DER MOLEN

Owner and Managing Director
Green Partner Audits & Consultancy B.V.

Andres is a recognised authority in sustainability for the hospitality sector and a strategic partner listed in the NOW Advisors Hub.

He is a Senior Lead Auditor with EarthCheck and several ISO standards and has served as Technical Director of the Global Sustainability Tourism Council. He has designed numerous certification programmes for tourism and acts as Senior Advisor and Master Trainer for Control Union Certification, a leading global Conformity Assessment Body specialising in the hospitality sector.

With over 28 years of experience, including 18 years in hotel management and 10 years in green certification, Andrés combines expertise with a no-nonsense, practical approach to transforming hotels into sustainable enterprises. As Secretary of the Zero Waste Foundation in Amsterdam and lecturer at universities worldwide, he inspires hotel leaders with his visionary solutions to achieve excellence in sustainability, energy efficiency, CO2 reduction and regulation compliance.