SPAIN TALKS HELSINKI – November 12, 2026

FINLANDIA HALL Address: Mannerheimintie 13 e, 00100 Helsinki, Finland

Gastronomy, Innovation and Regeneration

15:00 – Registration

15:30 – OPENING Milagros Montes – Director, OET Helsinki

15:40 – KEYNOTE 1 Bárbara Couto – Director of Marketing, TURESPAÑA
Taste of a Better Future: Marketing Spain Through Gastronomy and Sustainability

KEYNOTE 2 Ignacio Jiménez – Director, OET Copenhagen
Measuring the Social Perception of Tourism

16:00 – PANEL 1 From Local Flavours to Destination Identity, Authenticity, Territory and Gastronomic Sustainability

Moderator:
Jukka-Paco Halonen, CEO/Owner, Viada Oy Ltd

Panelists:

- Iñaki Gaztelumendi – Gastronomic Tourism Expert
- Laura Aaltonen – Communications Director, TUI
- Jose Manuel Camarero – Regional Secretary, Valencian Community
- Pål Knutsson Medhus – Gastronomy Expert, Høve Støtt

16:50–17:10 – Coffee Break

17:10 – PANEL 2 Innovation and Regeneration. New Ideas, New Realities

Moderator:
Heidi Heinonen, Going Green

Panelists:

- Tiina Kattilamäki – Senior Advisor, City of Helsinki (Tourism and Destination Management Unit & Business Helsinki)
- Carlos Zamora – De Luz y Compañía
- Purificación González Camacho – Ministry of Agriculture
- Bent Egberg Mikkelsen – University Professor, Verne Project

18:00 – KEYNOTE 3 Heli Mäki-Fränti – President of ECTAA and CEO of the Finnish Travel Industry Association (SMAL)
Regenerative Tourism and Gastronomy as Expressions of Local Identity – A European Perspective

18:10 – CLOSURE Riikka Krenn – Editor-in-Chief, Ikkunapaikka