



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 **Barbara Couto** – Director of Marketing, TURESPAÑA

16:00 – PANEL 1 From Local Flavours to Destination Identity

Moderator:

Jukka-Paco Halonen, Viada

Panelists:

- Iñaki Gaztelumendi – Gastronomic Tourism Expert
- Laura Aaltonen – Communications, 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

Moderator:

Heidi Heinonen, Going Green

Panelists:

- Terhi Hook – Visit Finland



- Carlos Zamora – De Luz y Compañía
- Purificación González – Ministry of Agriculture
- Bent Egberg Mikkelsen – University Professor, Verne Project

18:00 – KEYNOTE 2 Heli Mäki-Fränti – President of ECTAA and CEO of the Finnish Travel Industry Association (SMAL)

18.10. Closure Riikka Krenn, Editor en chief Ikkunapaikka