



WTO Simply Services

BUILDING BACK BETTER IN TOURISM
The roles of international organizations

23 June 2020
13h30-15h00

Zoom Platform

Bio-Book



Biographies of Panellists

Dale Honeck, Senior Counsellor, Trade in Services and Investment Division, WTO

Mr. Honeck has been a Counsellor in what is now the WTO Trade in Services and Investment Division since 1997, and was promoted to the senior Counsellor level in 2002. His WTO responsibilities include issues related to tourism services, professional services, services aspects of WTO accession issues, and conducting technical assistance. From March 1992 to June 1997 he was an analyst in the Trade Policies Review Division.

Mr. Honeck holds *inter alia* a Masters in International Affairs (MIA), specialization in International Political Economy, from Columbia University (USA); and a Diploma of Higher Studies (DES), specialization in International Economics, from the Graduate Institute of International Studies of Geneva, Switzerland. He has also done some doctoral research. A recent tourism work with co-authors analyzes the linkages between ecotourism and protecting African biodiversity. A 2018 article examines the role of tourism in promoting manufacturing development in LDCs.

Recent publications:

[How can we protect African biodiversity via LDC ecotourism?](#)

[Can LDCs leverage tourism for manufacturing?](#)

Anders Aeroe, Director, Division of Enterprises and Institutions, ITC

Anders Aeroe has been Director of the Division of Enterprises and Institutions of the International Trade Centre (ITC), Geneva, Switzerland since November 2016. Mr Aeroe, a Danish national, joined ITC in 2007 and has since then held several positions within ITC, including as Acting Deputy Executive Director, as Director of Division of Market Development, and as Chief of the Market Analysis and Research Section.

During his professional career Mr Aeroe has focused on the interrelated topics of trade development at enterprise, institutional and policy level, trade intelligence, competitiveness, sector and value chain development, and industrial transformation.

Before joining ITC, he spent a number of years in South Africa, as a regional adviser to the Danish Industrialisation Fund for Developing Countries and prior to this position as Senior Manager Trade Promotion at the Western Cape Trade and Investment Promotion Agency (WESGRO). He was Chairman of the Board of the Western Cape call centre business association (CallingtheCape) and was appointed as a member of the South African Maritime Industry Task Team. He also served as a member of the Advisory Council to the Cape IT Initiative.

Prior to moving to South Africa, Mr Aeroe held positions as Head of the Research and Policy

Zoritsa Urosevic, *Special Representative to the United Nations in Geneva and New York, Director of the Institutional Relations and Partnerships Department, UNWTO*

Zoritsa Urosevic is currently the UNWTO Special Representative to the United Nations in Geneva and New York (a.i), and Director of the Institutional Relations and Partnerships Department. The department is responsible for providing policy advice for external relations, strategic partnerships and financing for development to the Secretariat, including the integration of the 2030 Agenda and the UN Reform in the

Recovery Committee strengthening UNWTO and partners response to the current COVID19 crisis.

Urosevic joined the World Tourism Organization in 2006, working on positioning tourism in the development cooperation and trade agenda. The Rio+20 outcome

tourism in the three dimensions of sustainability. She participated with United Nations Environment Programme (UNEP) in the formulation of the 10 Years Framework Programme for Tourism (today known as One Planet) and she was involved in the build-up towards the universal 2030 agenda. Since 2015, she has been a strong advocate for maximizing the dialogue between Trade and Tourism, in order to unlock to Tm0 C