

Professor Geoffrey Lipman



Geoffrey Lipman and Maurice Strong 2012 Rio+20

Formerly Exec. Director IATA: First President WTTC: Ass. Secretary General UNWTO.

Currently President **SUN^x Malta** - Strong Universal Network

Played a key role in emergence of Tourism as a serious socio-economic sector.

- **As Executive Director at IATA** in the 1970's helped drive a new liberalization agenda, responding to airline deregulation.
- **As first President of WTTC** throughout the 1990's, he worked to pioneer new systems of measuring the sector, creating CSR Certification and supporting China's efforts to open Tourism markets.
- **As Assistant Secretary General of UNWTO**, in the first decade of this millennium, he spearheaded new development support systems, including the ST-EP Program, led the Davos Climate Summit and launched G20 Summit recognition program.
- **As Co-founder of SUN^x Strong Universal Network** - a legacy project of Maurice Strong This is a global initiative to support Climate Resilience, related SDG's and Emergency Response through Climate Friendly Travel ~ Measured: Green: 2050proof.

Served on public / private sector Boards in Africa, Europe, Middle East and Canada: Tourism Envoy to UNDP Administrator; Member EU Commissions on Airline Liberalization and on Tourism Employment: Environment Advisor to the Governor of Jeju Island, Korea: President ICTP (International Coalition of Tourism Partners). Worked closely with the World Economic Forum since the early 90's on its Competitiveness and Smart Travel activities.

Written / lectured widely on tourism strategy, sustainability & liberalization; co-author/ editor of two books and numerous journal articles on Green Growth & Travelism as a visiting Professor, Victoria U. Australia and Hasselt U. Belgium. Co-author two major EIU studies on airline liberalization.

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