

BIOSKETCH

Prof. Geoffrey Lipman

Former Exec. Director IATA: President WTTC: ASG UNWTO. Current Director GGTI, & Co-Founder SUNx Strong Universal Network.

Promotes Tourism as a serious socio-economic sector. Helped drive airline liberalization agenda. Helped pioneer new travel & tourism measuring systems, green certification, and China's Tourism opening.

Devised UNWTO ST-EP Program, Davos Climate Summit, and G20/T20 program. President ICTP and collaborator World Economic Forum. Member Club of Rome.

Advocates Climate Resilience. As Cofounder SUNx Strong Universal Network calls for Impact-Travel ~ Measured: Green: 2050proof.

Co-author books on Green Growth & Travelism and EIU airline liberalization studies. Visiting Professor, Victoria U. Australia, Hasselt U. Belgium.

