

## Speakers, Resource Persons & Organisers



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University of Ljubljana



## SPEAKERS & RESOURCE PERSONS

From governments, academia, Businesses and NGOs

Salutation	First Name	Last Name	Designation	Institution
Ambassador	Alenka	SUHADOLNIK	Director General, Directorate for Economic and Public Diplomacy	Ministry of Foreign Affairs of the Republic of Slovenia
Ambassador	Nataša	PRAH	Head of the Department for Public Diplomacy and International Cultural Relations	Ministry of Foreign Affairs of the Republic of Slovenia
Mr	Vice	SKRAČIĆ	Assistant Minister, Directorate for Political Affairs	Ministry of Foreign and European Affairs of the Republic of Croatia
Mr	Ivan-Velimir	STARCEVIC	ASEM Senior Official for Croatia	Ministry of Foreign and European Affairs of the Republic of Croatia
Mr	Igor	MERLIN	Head of the Division for Asia and Pacific	Ministry of Foreign and European Affairs of the Republic of Croatia
Dr	Vesna	DODIKOVIĆ-JURKOVIĆ	Deputy Director	Croatian Agency for Science and Higher Education
Professor Dr	Metka	TEKAVČIČ	Dean, Faculty of Economics	University of Ljubljana - Faculty of Economics
Associate Professor	Ljubica	KNEŽEVIC CVELBAR	Member of the Academic Unit for Economics	University of Ljubljana - Faculty of Economics
Ms	Mojca	MAYER	PhD Student	University of Ljubljana - Faculty of Economics
Associate Professor	Dejan	KRIŽAJ	Vice-Dean for Global Initiatives	University of Primorska – Faculty of Tourism Studies
Associate Professor	Igor	JURINČIČ	Department of Sustainable Destination	University of Primorska – Faculty of Tourism Studies
Associate Professor	Irena	WEBER	Social Sciences and Humanities in Tourism	University of Primorska – Faculty of Tourism Studies
Dr	Mislav	BALKOVIC	Dean	Algebra University College
Dr	Leo	MRŠIĆ	Vice Dean for Research and Development, Algebra LAB Director	Algebra University College
Dr	Maja	BRKLJAČIĆ	Business Development Manager, Algebra LAB	Algebra University College
Mr	Hrvoje	JERKOVIĆ	Senior Data Scientist, Algebra LAB	Algebra University College
Mr	Zdravko	KUNIĆ	Data Science Consultant, Algebra LAB	Algebra University College
Mr	Adrian	BELJO	Head of Centre for International Cooperation	Edward Bernays University College
Dr	Romana	LEKIĆ	Assistant to the Dean	Edward Bernays University College
Ms	Kristina	BRŠČIĆ	Head of Department of Tourism	Institute of Agriculture and Tourism in Poreč
Ms	Danijela	POLJUHA	Head of Genetic Laboratory	Institute of Agriculture and Tourism in Poreč

Ms	Tina	ŠUGAR	Associate of the MITOMED+ Project	Institute of Agriculture and Tourism in Poreč
Mr	Miha	MARKELJ	Associate at the Department of Research, Development, Innovation and EU Projects	Slovenian Tourism Board
Ms	Jana	APIH	Managing Director	GoodPlace Slovenia
Ms	Marina	ŠIMUN	Head, International Cooperation Department	Croatian National Tourism Board
Mr	Igor	MACAN	Head, Administrative Department	Municipality of Svetvinčenat
Ms	Rina	ZIRIĆ	Professional Associate	Association of Employers in Croatian Hospitality (UPUHH)
Mr	Josip	GREGAC	Expert Associate	Association "Lijepa Naša"
Mr	Davor	DOBRILA	Senior Associate for EU Projects	Administrative Department of Tourism of Istrian Region
Ms	Brianda	LOPEZ	Head of Programmes, Standards & Sustainability	Hostelling International
Ms	Anula	GALEWSKA	Responsible Business Manager	Urban Adventures

## ORGANISERS

Salutation	First Name	Last Name	Designation	Institution
Ms	Leonie	NAGARAJAN	Director, Education Department	Asia-Europe Foundation (ASEF)
Mr	Oscar	BOIJE	Project Coordinator	Asia-Europe Foundation (ASEF)
Mr	Kristian	AGUSTIN	Project Executive	Asia-Europe Foundation (ASEF)
Mr	Akhil	THOMAS	Project Officer	Asia-Europe Foundation (ASEF)
Mr	Andy	CHAN	Intern	Asia-Europe Foundation (ASEF)
Associate Professor	Ljubica	KNEŽEVIC CVELBAR	Member of the Academic Unit for Economics	University of Ljubljana - Faculty of Economics
Associate Professor	Dejan	KRIŽAJ	Vice-Dean for Global Initiatives	University of Primorska – Faculty of Tourism Studies
Ms	Mariana	RODELA	PR and Project Coordinator	University of Primorska – Faculty of Tourism Studies
Dr	Leo	MRŠIĆ	Vice Dean for Research and Development, Algebra LAB Director	Algebra University College
Ms	Lidija	ŠIMRAK	Head of International Office	Algebra University College
Mr	Adrian	BELJO	Head of Centre for International Cooperation	Edward Bernays University College
Ms	Kristina	BRŠČIĆ	Head of Department of Tourism	Institute of Agriculture and Tourism in Poreč

Ambassador	Dražen	MARGETA	ASEF Governor for Croatia	Ministry of Foreign and European Affairs of the Republic of Croatia
Mr	Igor	MERLIN	Head of the Division for Asia and Pacific	Ministry of Foreign and European Affairs of the Republic of Croatia
Ms	Janja	KLASINC	ASEF Governor for Slovenia	Ministry of Foreign Affairs of the Republic of Slovenia
Ms	Maja	ŽUŽEK	Directorate for Economic and Public Diplomacy, Department for Public Diplomacy and International Cultural Cooperation	Ministry of Foreign Affairs of the Republic of Slovenia
Ms	Marina	ŠIMUN	Head, International Cooperation Department	Croatian National Tourism Board
Mr	Miha	MARKELJ	Associate at the Department of Research, Development, Innovation and EU Projects	Slovenian Tourism Board
Ms	Isabel	LLEWELLYN	Head of Partnerships	Hostelling International
Ms	Brianda	LOPEZ	Head of Programmes, Standards & Sustainability	Hostelling International

## VIDEOGRAPHER &amp; PHOTOGRAPHER

Salutation	First Name	Last Name	Designation	Institution
Mr	Heiko	SEIBEL	Videographer	Studio Heiko Seibel
Mr	Sean	LEE	Photographer	Sean Lee Photography

**SPEAKERS & RESOURCE PERSONS**  
From governments, academia, Businesses and NGOs**Ambassador Alenka  
SUHADOLNIK**Director General, Economic  
and Public DiplomacyMinistry of Foreign Affairs of  
the Republic of Slovenia

Alenka is the Director General for the Directorate for Economic and Public Diplomacy at the Ministry of Foreign Affairs of Slovenia. She was the acting Director General from July to October 2017. Previously, she served as the Head Coordinator of international conferences dedicated to the African continent and the Gulf Cooperation Council region from 2015 to 2017. She was appointed as the Ambassador to the State of Israel from 2011 to 2015. Throughout her career, Alenka has served in different capacities at home and abroad, including overseas postings to New York and London.

Alenka graduated with a Bachelor's degree in International Relations from the University of Ljubljana. She attained her Master's Degree in Economics from the University of Zagreb and completed other postgraduate studies with the Diplomatic Academy of Vienna.

**Ambassador Nataša PRAH**Acting Head of Department for  
Public Diplomacy and  
International Cultural  
Cooperation  
&Ambassador Extraordinary and  
Plenipotentiary of the Republic  
of Slovenia to Ukraine,  
Armenia, Moldova and GeorgiaMinistry of Foreign Affairs of  
the Republic of Slovenia

Nataša Prah is the Acting Head of Department for Public Diplomacy and International Cultural Cooperation. Concurrently, she has been serving as the Ambassador Extraordinary and Plenipotentiary of the Republic of Slovenia to Ukraine, Armenia, Moldova and Georgia since 2014.

Previously, she served as the Charge d'Affaires of the Embassy of Republic of Slovenia to Ukraine, with the accreditation to the Republic of Moldova, Georgia and the Republic of Armenia from 2010 to 2014. Over the course of her career with the Ministry of Foreign Affairs, she has served in various capacities in Ukraine and Turkey. From 2000 to 2004, she was appointed the Press Secretary of the Ministry, a member of the Minister's office responsible for the governmental referendum campaign for membership to the EU and the NATO accession.

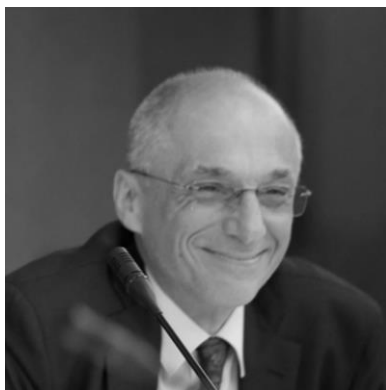
Nataša graduated in International Law from the Faculty of Law of the University of Maribor. She completed her postgraduate studies at the Diplomatic Academy in Vienna. She speaks Slovenian, English, Russian, Croatian, Ukrainian, French and Turkish.

**Mr Vice SKRAČIĆ**Assistant Minister  
Directorate for Political AffairsMinistry of Foreign and  
European Affairs of the  
Republic of Croatia

**Mr Ivan-Velimir STARCEVIC**

ASEM Senior Official for  
Croatia

Ministry of Foreign and  
European Affairs of the  
Republic of Croatia



**Mr Igor MERLIN**

Head of the Division for Asia  
and Pacific

Ministry of Foreign and  
European Affairs of the  
Republic of Croatia

**Professor Dr Metka TEKAVČIČ**

Dean Faculty of Economics

University of Ljubljana



**Dr Vesna  
DODIKOVIĆ-JURKOVIĆ**

Deputy Director

Croatian Agency for Science  
and Higher Education

**Associate Professor Ljubica  
KNEŽEVIC CVELBAR**

Member of the Academic Unit  
for Economics

University of Ljubljana –  
Faculty of Economics



Ljubica is an Associate Professor at the Faculty of Economics, University of Ljubljana, and a visiting professor at numerous universities worldwide. She has been involved in more than 30 research projects, including EU funded and UNDP grants. She has published more than 20 papers in refereed tourism journals. She is also co-author of more than 10 chapters in the books. Her research interest includes tourism economic, sustainable tourism development and tourism marketing.



**Ms Mojca MAYER**

PhD Student  
University of Ljubljana –  
Faculty of Economics

**Assistant Professor Dejan  
KRIŽAJ**

Vice-Dean for Global Initiatives  
University of Primorska –  
Faculty of Tourism Studies



Dejan's research and publications focuses on R&D in tourism and the promotion and measurement of tourism innovation. He is the co-founder of AIRTH – the Alliance for Innovators and Researchers in Tourism and Hospitality. Since 2006, he has been the Chairman of the Slovenian National Tourism Innovation Awards Commission on behalf of Slovenian Tourist Board and the Ministry of Economic Development and Technology. His projects and innovation efforts have been internationally recognised by the UNWTO, OECD and the EU. He has been teaching e-tourism and tourism innovation courses at undergraduate and graduate levels, and he is the co-editor of *Academica Turistica* – the University of Primorska – Faculty of Tourism Studies' tourism and Innovation Journal.

**Mr Igor JURINČIČ**

Department of Sustainable  
Destination

University of Primorska –  
Faculty of Tourism Studies



Igor is an Associate Professor at the Faculty of Tourism Studies at the University of Primorska. He researches in tourism geography, spatial planning of tourism, sustainable tourism and wine tourism. He is also the author or co-author of many books and scientific papers which have been published in many scientific reviews. Igor worked on many Slovene and international project with useful outputs for tourism development. He was in addition the Chair of the Mediterranean Institute of Tourism Research and of the Department of Tourism Destination Management, as well as the Vice Dean for Research at Faculty of Tourism Studies at the University of Primorska.

**Assistant Professor Irena  
WEBER**

Social Sciences and  
Humanities in Tourism

University of Primorska –  
Faculty of Tourism Studies



Irena Weber, sociologist and anthropologist, is an assistant professor of social sciences and humanities in tourism at the University of Primorska – Faculty of Tourism Studies. Irena graduated and acquired her MA at the Department of Sociology of the University of Ljubljana – Faculty of Social Sciences, for which she received the national Prešeren student award for her graduation work "Tourism as a Social Phenomenon". Irena received her Ph.D. at the Department of Sociology of Culture of the University of Ljubljana – Faculty of Arts. She conducted a non-degree postgraduate research with a British Council grant at the Department of Anthropology of SOAS, University of London. In 2015, she was a visiting scholar at the Department of Geography of San Diego State University, USA.

Irena is a member of the Department of Cultural Tourism. She is the author of 2 monographs on anthropology of tourism and of several scientific articles published in anthropological notebooks. She has conducted fieldwork in the Mediterranean (Istria and Montenegro), Central America, the USA, and South East Asia.

**Assistant Professor Mislav  
BALKOVIĆ**

Dean

Algebra University Colleague



Mislav is a University College Professor, Dean of Algebra University College and an active researcher in the areas of National Qualifications Framework and Knowledge Management within which he participated in several national projects including development of legislation for CROQF and implementation of various policy and regulatory documents in higher, VET and adult education. He is currently working on research in the areas of Validation of non-formal and informal learning and development of modern educational approaches (methods and didactics). He was a representative of Croatian employers (2010 – 2012) and in the Advisory Committee for Vocational Education and Training, DG Education and Culture, EU Commission, Brussels. Since 2006 he has been intensively involved in the preparation of different types of educational development projects. Mislav currently acts as the President of the Sector Skill Council for Electrotechnics and Computing, as a Member of the National Council for VET and as the President of the Croatian Employers Association in Education.

**Assistant Professor Leo MRŠIĆ**Vice Dean for Research and  
Development  
Algebra LAB Director

Algebra University Colleague



Leo is an experience seeker, evolution engineer, experienced top-level Corporate Executive, entrepreneur, Vice Dean, University College Professor, Assistant Professor, and Certified Court Expert Witness with deep expertise in appliance of digital technology in different areas of business and government. He strongly focuses on advanced analytics, digital innovation and data equity, while withholding the ability to extend his approach from operational through to strategic level.

Leo holds a strong organisational skillset (teams/companies up to 1,200+ employees) during 20 years of management experience. He is active in the EDU community as he has a wide range of different experiences (Editor, Lecturer, Reviewer, Editorial Board Member, Advisor, Book Author, Head of Chair, Vice Dean, Head of Study Program) through which he has been able to provide deep and usable approaches in many areas especially related to law, digital technology, math, structured decision making and educational methodologies. He's an independent EU Project Funds consultant with focus on business evaluation and development potential, as well as a registered consultant in the GOPA Consulting Group database (business development, math/stat methodologies, labour market analysis, VET), and a Member of the ESCO Maintenance Committee (Third MAI).

**Dr Maja BRKLJAČIĆ**Business Development  
Manager, Algebra LAB

Algebra University Colleague



Maja worked as a Research Fellow at Institut für die Wissenschaften vom Menschen in Vienna and as a Project Manager for Westfälische Wilhelm-Universität in Munster. She was a Guest Lecturer at Northwestern University in USA, and as a recipient of the Alexander-von-Humboldt fellowship she worked at Freie Universität in Berlin. Her research interests include semiotics, epistemology, knowledge management and the relationship between systems of knowledge and political systems. Maja has conducted extensive research in different case-studies, collecting interviews and surveys, undertaking connotative and denotative analyses. She took an active part in devising national and regional curricula, as well as in creating teacher training materials.



**Mr Hrvoje JERKOVIĆ**Senior Data Scientist,  
Algebra LAB

Algebra University Colleague



Hrvoje is a lecturer at Algebra University since 2018 where he specialises in Data analytics and Machine learning projects. His favourite topics include data mining, information systems, analytical systems and web applications, tools for data visualisations and applied AI in various business domains. Hrvoje worked on various government and enterprise projects in the domain of applied computer science and he started recently projects in the domain of AI and data analytics with the Croatian Ministry of Labour and Njuskalo.hr – the largest online market place in Croatia.

**Mr Zdravko KUNIĆ**Data Science Consultant,  
Algebra LAB

Algebra University Colleague



Zdravko is an experienced technology expert, entrepreneur and data scientist. As a specialist in databases, decision support systems, computer modelling, visualisation and professional microelectronics, he provides deep and effective approaches in problem-solving areas related to technology, decision making and information visualisation. He has led a series of development projects in the field of information technology and industrial electronics, as well as designed numerous specialised information systems and databases in the field of insurance, telecommunications, public administration, meteorology, culture and traffic management.

**Mr Adrian BELJO**Head of Centre for  
International CooperationEdward Bernays University  
College**Dr Romana LEKIĆ**

Assistant to the Dean

Edward Bernays University  
College

Romana is an assistant to the dean at the Edward Bernays University College since 1 February 2017. Previously, she was the Chair of the Tourism Department at Vern' University of Applied Sciences in Zagreb, Croatia. She obtained her PhD in Cultural Anthropology and has received professional training in drama, dance and art. She works as a trainer and consultant in the field of tourism and culture. She is involved in numerous European projects in cultural tourism and special interest tourism, and is an associate for the Croatian National Tourist Board, the Ministry of Tourism, the Association of Croatian Travel Agencies, as well as other institutions, organisations and developmental agencies located in Croatia and abroad. She teaches as a visiting professor at universities in Slovenia and Montenegro, where she gives lectures and trainings on topics such as: experience economy and storytelling, brand and personal development, creativity, creative leadership and nonviolent communication, transformational leadership, and group dynamics.

**Ms Kristina BRŠČIĆ**Head of Department of  
TourismInstitute of Agriculture and  
Tourism in Poreč

Kristina is a senior research scientist and a Head of Department of Tourism at the Institute of Agriculture and Tourism, Poreč, Croatia. She obtained her Master's degree in Agricultural Economics at the Faculty of Agriculture, University of Zagreb and PhD degree at the Faculty of Economics, J.J. Strossmayer University of Osijek, Croatia. She collaborated on several national and international multidisciplinary projects and published a number of research and professional papers. She is a local coordinator of Interreg Mediterranean MITOMED+ project. Her research interest includes sustainable tourism, consumer behaviour and marketing of agricultural products.

**Ms Danijela POLJUHA**

Genetic Laboratory Head

Institute of Agriculture and  
Tourism in Poreč

Danijela is a senior research scientist and a Genetics Laboratory Head at the Institute of Agriculture and Tourism, Poreč, Croatia. She obtained her degrees in Natural Sciences at the Faculty of Science, University of Zagreb, Croatia. Her research interest is focused on the application of molecular tools for the conservation and management of genetic resources in horticulture. She collaborated on many national and international multidisciplinary scientific projects and published a number of research papers and congress reports in the fields of biology, agriculture and food science.

**Ms Tina ŠUGAR**Associate of the MITOMED+  
ProjectInstitute of Agriculture and  
Tourism in Poreč

Tina is an assistant at the Department of Tourism at the Institute of Agriculture and Tourism and a PhD student of Management at the Faculty of Economics, J.J. Strossmayer University of Osijek in Croatia. She obtained her Masters of Engineering degree in Agribusiness and Rural Development at the Faculty of Agriculture, University of Zagreb. She works as an associate on the Interreg Mediterranean MITOMED+ project and the field that she is interested in are related to management, market research, organic agriculture, sustainable development and tourism.

**Mr Miha MARKELJ**Associate at the Research,  
Development, Innovation and  
EU Projects Department

Slovenian Tourist Board



Miha is a young researcher involved in research activities and application process of sustainable development. He finished his Master programme (MSc) at the University of Primorska – Faculty of Tourism Studies, as well as a second Master programme (MA) at the University of Primorska – Faculty of Humanities.

He has received several honoured awards and prizes including the Young Researcher's Award in 2004, awarded by the Slovenian Association of Technical Culture, the Srečko Kosovel Prize for outstanding students' achievements in 2012, awarded by the University of Primorska, and the European Charlemagne Youth Prize in 2011, awarded by the president of the European Parliament.

Miha's special quality is interdisciplinarity, enabling him to link approaches of humanities, social and natural sciences with practical businesses solutions. He has presented his research findings at several international conferences and collaborates with renowned researchers from Slovenia and beyond.

**Ms Jana APIH**

Managing Director

GoodPlace Slovenia



Jana has 18 years of experiences in marketing, strategic planning and implementation – From project management for the Slovenian Tourist Board to management of the marketing agency Marethica, from running a marketing department for the second biggest travel agency in Slovenia, Globtour, to working on brand development and strategic marketing for the travel industry within the Toleranca marketing agency. At the moment Jana manages GoodPlace Slovenia, the Institute Factory of Sustainable Tourism which was responsible for the development of the national certificate programme Slovenia Green. GoodPlace Slovenia was established in 2016 in partnership with the travel agency GoodPlace, which focuses on green and active travel.

**Ms Marina ŠIMUN**Head, International  
Cooperation DepartmentCroatian National Tourist  
Board

Marina is in charge for International cooperation and international affairs with a strong focus on cooperation with ETC, UNWTO, NGO's all over the world and international organisations and institutions. She is an experienced public relations specialist with over 20 years of working in the tourism industry who has been working at the Croatian National Tourist Board for 11 years, while developing variety of projects among which several were world recognised.

Marina has a MSc in Communication, focused in Public Relations Management, Corporate Communications and PR at NGO's, and a BS in Tourism focused in Tourism Management and Destination Branding. She has been through the UNWTO capacity building programmes specialised in smart destinations and crisis management as well as many business etiquette and negotiation techniques trainings. Ms Šimun is also an author of numerous brand texts, covers and editorials.

**Mr Igor MACAN**Head, Administrative  
Department

Municipality of Svetvinčenat



Igor was born in 1978 in Pula. He studied Economics of Entrepreneurship at the Faculty of Economics in Rijeka and has after graduation developed numerous models of management in the local self-government. He works at the Municipality of Svetvinčenat, where he as Head of the Administrative Department has initiated many significant projects which are mostly focused on the potential of the local population. He has experience in organising, managing and directing the work of the Administrative Department, implementing numerous national and EU projects, managing the project team and coordinating all stakeholders from the Municipality of Svetvinčenat, especially in the field of tourism and agriculture with the purpose of creating preconditions for the economic development.

**Ms Rina ZIRIĆ**

Professional Associate

Association of Employers in  
Croatian Hospitality (UPUHH)

**Mr Josip GREGAC**

Expert Associate

Association "Lijepa Naša"



Josip works for the past 10 years as a Senior Assistant and Project Manager in the association „Lijepa Naša“. He has led national end international programmes and projects such as Eco-Schools, Blue Flag and We Eat Responsibly. Skilled in Non-profit Organisations, Sustainable Development, Corporate Social Responsibility, and Sustainability. He graduated from the Faculty of Science, Department of Geography, at the University of Zagreb and finished his Postgraduate Study at the Mining Department of the Faculty of Mining, Geology & Petroleum Engineering focusing on Environment Protection at Zagreb University, being awarded an MSc in Environmental Protection. He is currently preparing his PhD in Environment Protection and Nature Conservation from Josip Juraj Strossmayer University of Osijek.

**Mr Davor DOBRILA**Senior Associate for EU  
Projects  
Administrative Department for  
Tourism of Istrian Region

Davor is a professional associate in the Administrative Department of Tourism of the Istria Region since the year 2014. He's working on the writing and implementation of various EU and regional projects regarding bike routes, small camps, cultural heritage and sustainable development. In the free time he is a beekeeper.

**Ms Brianda LOPEZ**Head of Programmes,  
Standards & Sustainability

Hostelling International



Brianda is the Head of Programmes, Standards and Sustainability at Hostelling International (HI), recognised by UNESCO as the founder organisation of the hostelling movement. Brianda is responsible for HI's Sustainability Strategy and its implementation into the organisation's activities and decision-making processes. She is also heading the Quality and Sustainability Management System, implemented in over 500 hostels, as well as global programmes such as Sleep for Peace, HI Sustainability Fund and HI-Connect.

Brianda holds a BA in Business Administration and Management and an MSc in Sustainable Development and Environmental Management. She is very engaged in the international travel community, an active member of the Global Sustainable Tourism Council (GSTC) and recognised as a Sustainability Internal Auditor. She also sits on the Board of the United Nations World Tourism Organization (UNWTO) Affiliate Members as well as Leads the SDGs Support Working Group for Affiliate Members.

**Ms Anula GALEWSKA**Responsible Business  
Manager

Urban Adventures



Anula works as the Responsible Business Manager at Urban Adventures, where she focuses on scaling In-Focus tours, an award-winning product line run in collaboration with NGOs and social enterprises. Anula is also the Co-Founder of Travindy, the world's largest resource of news and innovations in sustainable tourism. Previous to her job at Urban Adventures, she worked as a consultant and helped numerous businesses and organisations across Europe and Asia improve their sustainability operations and marketing. Before that, Anula also worked as a Global Community Manager at Travel Massive and supported over 60 local chapters in building their professional tourism networks. Anula holds a Master's degree in sociology, with a specialisation in social entrepreneurship and is also about to complete a Master's program in Responsible Tourism Management in the UK.



## ORGANISERS

**Ms Leonie NAGARAJAN**Director,  
Education Department

Asia-Europe Foundation (ASEF)



Leonie has been heading ASEF's Education Department since February 2014. Prior to this, she advised and supported as Chief of Staff the ASEF Executive Director in the planning and implementation of the Foundation's long-range strategy, programmes and operations.

Ms NAGARAJAN previously worked in public affairs and the media, including the contemporary art and festival centre House of World Cultures in Berlin, the Berliner Zeitung, Pretoria News and the Icelandic national broadcaster Ríkisútvarpið (RÚV). Having studied in Reykjavik, Iceland, and Berlin, Germany, she received her Master's degree in Communication Sciences with minors in cultural and political sciences from the Free University and Humboldt University of Berlin.

**Mr Oscar BOIJE**Project Executive,  
Education Department

Asia-Europe Foundation (ASEF)



Oscar is a Finnish national with partially Bolivian origins. Being an ASEF alumnus of the 4<sup>th</sup> ASEM Rectors' Conference and Students Forum (ARC4), he joined ASEF's Education Department as a Project Executive in 2016. Oscar coordinates the ASEF Young Leaders Programme, including the ASEF Summer University (ASEFSU) and the Model ASEM projects, as well as supports projects under the ASEF Education Policy Programme.

Oscar is an International Human Rights Law (LL.M) graduate from Lund University in Sweden. He has also conducted exchange studies in Colombia and degree studies in Finland, where he obtained his Bachelor (B.Soc.Sci.) and Master (M.Soc.Sci) in International Public Law. Prior to joining ASEF, Oscar lived in Belgium where he was the Partnership Manager of the Erasmus Student Network (ESN), Europe's largest student organisation. Oscar has also interned at the European Commission's External Action Service (EEAS), the Finnish Foreign Ministry in Peru, and the Reykjavik Arts Festival in Iceland.

**Mr Akhil THOMAS**Project Officer,  
Education Department

Asia-Europe Foundation (ASEF)



Akhil THOMAS, an Indian national, joined ASEF's Education Department in January 2017. Prior to joining ASEF, Akhil completed a half-year internship with the United Nations Academic Impact, based at the UN Headquarters in New York City, where he worked on projects such as the Habitat III Conference in Quito, Ecuador and the 71st session of the UN General Assembly. During his university days, Akhil completed a chain of internships at organisations such as KPMG, Teach for India, and a Bangalore-based think tank called Synergia Foundation, where he completed research projects on India - U.S Relations and the Deep Web. Akhil also worked part-time with the international student organisation AIESEC, where he headed the business development portfolio for the local committee in Chennai.

A graduate of B.A Economics from Loyola College, Chennai, Akhil supplemented his academic experience at college by completing a summer programme on Consumer Behaviour at the London School of Economics and Political Science.



**Mr Andy CHAN**

Intern,  
Education Department

Asia-Europe Foundation (ASEF)



Andy CHAN is a Singaporean who recently graduated from Singapore Institute of Management with a Bachelor (Hons) of Science in International Relations. He joined the Education Department in August 2018. He is assisting the Education Department with their upcoming projects and departmental processes.

Prior to joining ASEF, Andy was a summer intern of the US Embassy (Singapore) in 2017. He covered issues related to Human Rights and Human Trafficking during his stint with the Economic/Political Section. In 2012, he was a Sovereign Risk intern with DBS Bank where he assisted the department in monitoring credit ratings and producing reports.

**Associate Professor Ljubica  
KNEŽEVIC CVELBAR**

Member of the Academic Unit  
for Economics

University of Ljubljana –  
Faculty of Economics

**Assistant Professor Dejan  
KRIŽAJ**

Vice-Dean for Global Initiatives

University of Primorska –  
Faculty of Tourism Studies



*Please see profile in the section 'Speakers and Resource Persons'*

**Ms Mariana RODELA**

PR and Project Coordinator

University of Primorska –  
Faculty of Tourism Studies



Mariana graduated from the Department for Translation of the Faculty of Arts of the University of Ljubljana and has worked as a freelance translator for English and Italian language. She has been working at the University of Primorska – Faculty of Tourism Studies since 2009, and she is currently working in the PR office as a webpage and social media manager handling promotion, events and other PR activities.

**Assistant Professor Leo MRŠIĆ**

Vice Dean for Research and  
Development, Algebra LAB  
Director

Algebra University Colleague



*Please see profile in the section 'Speakers and Resource Persons'*

**Ms Lidija ŠIMRAK**

Head of the International  
Office

Algebra University  
Colleague



Lidija is an independent Marketing and Development Consultant. She established a Business Knowledge Center in Croatia, organised many seminars, conferences and events. She has managed numerous projects for the development of SMEs including the monitoring and development of investments in Croatia. In addition, she is a co-founder of EU-PROJEKTI.INFO – the first Croatian web portal on EU funding and is a co-founder of the Meeting-G2 Project for connecting business people in Croatia and its diaspora in order to enhance the diaspora's investment in their homeland. The last few years Lidija has been working for Algebra University College on their internationalisation project, organising numerous short programmes for international students. Lidija was recently elected to the position of Treasurer of the Association of Croatian-American Professionals (ACAP) Zagreb Chapter.

**Mr Adrian BELJO**

Head of Centre for  
International Cooperation

Edward Bernays University  
College

**Ms Kristina BRŠČIĆ**

Head of Department of  
Tourism

Institute of Agriculture and  
Tourism in Poreč



*Please see profile in the section 'Speakers and Resource Persons'*

**Ms Dražen MARGETA**

ASEF Governor for Croatia

Ministry of Foreign and  
European Affairs of the  
Republic of Croatia

**Mr Igor MERLIN**

Head of the Division for Asia  
and Pacific

Ministry of Foreign and  
European Affairs of the  
Republic of Croatia

**Ms Janja KLASINC**

ASEF Governor for Slovenia

Ministry of Foreign Affairs of  
the Republic of Slovenia

**Ms Maja ŽUŽEK**

Minister Plenipotentiary

Ministry of Foreign Affairs of  
the Republic of Slovenia

**Ms Marina ŠIMUN**

Head, International  
Cooperation Department

Croatian National Tourist  
Board



*Please see profile in the section 'Speakers and Resource Persons'*

**Mr Miha MARKELJ**

Associate at the Research,  
Development, Innovation and  
EU Projects Department

Slovenian Tourist Board



*Please see profile in the section 'Speakers and Resource Persons'*

**Ms Isabel LLEWELLYN**

Head of Partnerships  
Hostelling International



Isabel is the Head of Partnerships at Hostelling International (HI) and is responsible for developing global strategic partnerships to support the HI network, a non-profit network of 4,000 hostels. HI is one of the world's largest youth membership organisations and is recognised by UNESCO and is an Affiliate Member of the UNWTO.

Isabel works with both commercial organisations and non-governmental organisations to reach new audiences and raise awareness of HI's mission: to promote a greater understanding of people, places and culture through education, environmental awareness and global inclusivity.

With a background in tourism, Isabel has previously worked in marketing and partnerships roles for both global and domestic brands. She received a BA (Hons) in Philosophy & English from the University of Sussex and holds a CIM Professional Diploma in Marketing.

**Ms Brianda LOPEZ**

Head of Programmes,  
Standards & Sustainability  
Hostelling International



*Please see profile in the section 'Speakers and Resource Persons'*

**VIDEOGRAPHER & PHOTOGRAPHER****Mr Heiko SEIBEL**

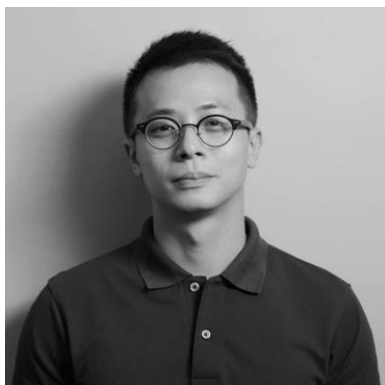
Videographer  
Studio Heiko Seibel



Heiko has been working as a freelance photographer since 2002. He has studied Journalism and Communication Science at the University of Muenster, Germany and Integrated Design at the University of Fine Arts Bremen. Mr Seibel creates visual and photography concepts for businesses and magazines and develops his own artistic projects. Photography shall serve more than a decorative element to a text; it follows its own narrative and message. For his illustration and interpretation of movements in Olympic sport disciplines, he received the Art Directors Club Award. The series was published in the ZEIT Magazin.

**Mr Sean LEE**

Photographer  
Sean Lee Photography

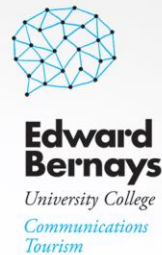


Sean grew up in Singapore. His first body of work was Shauna, made between 2007 and 2009. This work was nominated for the Prix Découverte on the 40th anniversary of Arles Photography Festival. Since then, Sean has gone on to make other stories. His most recent work, Two People, received the 2011 ICON de Martell Cordon Bleu award. Much of Sean's work can be found in the collection of the Singapore Art Museum, as well as in the Sandor Family Collection. Sean's first book, Shauna, was released in September 2014. It was collected by the Museum of Modern Art (MoMA) Library.

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## HERMIT CRABS

Hermit crabs are known for reusing abandoned, empty shells of molluscs. Some species of hermit crabs are known to be migratory; they do not only move from one place to another carrying their shells, often they also transfer from one shell to another while traveling. The ASEFSU22 takes inspiration from the hermit crab's peculiar way of life in encouraging the youth to transform the tourism industry by way of sustainable practices.