

IMBA Europe Online Summit

Mountain biking in the post-covid era

#IMBAEuropeCovidSummit



INTERNATIONAL MOUNTAIN EUROPE
BICYCLING ASSOCIATION



Thomas Larsen Schmidt

President of IMBA Europe

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Speaker

The ability of MTB & trail infrastructure to transform communities and strengthen economies.

Thomas Larsen Schmidt has been part of the development of mountainbiking in Europe for many years. He played an active role in Denmark as chairperson of the Trails and Nature Committee within The Danish Cycling Association and finally since 2017 as President of the IMBA Europe board. Working with mountainbike advocacy for the last decade, he has been active in many projects in Denmark and Europe.

He is further working as a consultant for DGI Outdoor, a non-profit sports organization to help develop access advocacy and outdoor sports on a national level in Denmark.

Thomas Larsen Schmidt has been riding bikes since he was three years old, mountain bikes since the nineties. He is married, has two children, and lives in Roskilde, close to Copenhagen.



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Gergana Nikolova

Regional Director Europe & Central Asia of the
Adventure Travel Trade Association

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Speaker

**Transition to a more responsible
and sustainable tourism & adventure travel industry**

Three things best describe Gergana: passionate about sustainable and adventure tourism, eager for new challenges and with a truly Balkan heart. Gergana holds a Masters degree in Sustainable Tourism Destination Management from the George Washington University School of Business. Her professional experience has exposed her to the different sectors in the travel industry enabling her 360° perspective on the sector. She has worked in the private sector with one of the leading hospitality groups (Starwood), collaborated with public institutions and coordinated multi-stakeholder programs under international donor programs. Different work projects have taken Gergana to different parts of the world: she has worked in the US, Latin America, Europe and Asia.

At Adventure Travel Trade Association Gergana's energy leads and fuels the exciting work that the organisation is doing in Europe and Central Asia. After the participation at the 2019 Next Generation Leaders Program of World Tourism Forum Lucerne (WTFL), Gergana was invited to join the WTFL Advisory Board.



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Lee Craigie

Active Nation Commissioner for Scotland,
co-founder of the Adventure Syndicate

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Speaker

**A shift towards a more active nation
and sustainable ways to live**

Lee Craigie is a former professional mountain bike rider and co-founder of the Adventure Syndicate.

Lee was appointed to the role of Active Nation Commissioner by the Scottish Government to help encourage an active nation, where more people can enjoy the benefits of accessible walking and cycling than ever before.

As a national advocate for Active Travel across the country, her aim is to raise the profile of these inclusive and sustainable modes of travel while promoting their health, environmental, social and economic benefits to everyone who lives, works in, or visits Scotland.



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Teodora Marinska

Head of Finance and Public Affairs
of the European Travel Commission

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Speaker

**How to safely resume travel
and reboot Europe's tourism sector**

Teodora is Head of Public Affairs of the European Travel Commission, where she works to raise awareness and understanding of the value of tourism in the EU and national policy makers through the formulation and implementation of ETC public affairs strategy.

Before joining ETC, Teodora worked in the European Parliament and the Committee of the Regions. Teodora is Project Manager Practitioner (PM4SD) certified by APMG.



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Kevin Mayne

Chief Executive Officer at Cycling Industries Europe
& IMBA Europe Board Member

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Panelist moderator

Mountain biking in a post-covid era

I am the Chief Executive of Cycling Industries Europe (CIE), an international association for cycling businesses. CIE has been formed to deliver the strengths of the business and industrial sector to the growth of cycling in Europe, enabling cycling related businesses to invest in advocacy and create a stronger industrial role within the European Cycling Strategy.

I have been active in leadership roles in cycling advocacy and governance for over 20 years, during which time I have collaborated, supported and learned from the cycling community in over 30 countries. I have worked for ECF, for Cycling UK, held advisory positions to government and expert groups and I am a Board member of the International Mountain Biking Association (Europe).

I am a lifelong cyclist who started work in cycling after holding senior positions in international food companies. When not talking about cycling you will find me out riding as an active tourist, commuter and mountain biker.



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Randy Neufeld

Director SRAM Cycling Fund

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Panelist

Mountain biking in a post-covid era

Randy Neufeld is the Director of the SRAM Cycling Fund and has many years of experience, from local to global, on advocating for cycling and building support for investments in better cycling infrastructure.

SRAM's focus is on projects that advocate for public investment in every day, mountain bike, and road cycling. Randy is also a longtime board member of the Active Transportation Alliance.

As one of the world's leading cycling brands, SRAM truly believes cycling can change the world and improve people's lives. Simply riding a bike is a low cost environmental, healthy mobility solution that is loaded with adventure and joy.



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Thomas Egger

Director of the Swiss Centre
for mountain regions (SAB)

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Panelist

Mountain biking in a post-covid era

Born and raised in Visp – Canton of Valais (CH), studies in Geography. Working for the Swiss center for mountain regions SAB since 1996, becomes director in 2012 working on regional development, services of general interest, tourism, transport policy, spatial planning etc.

President of IMBA Schweiz since its foundation in 2019.

Some other mandates in Switzerland: President of Bus alpin (public transport in rural areas) since 2011, President of the Association Oberwallis Verkehr und Tourismus OVT (since 2017), Secretary of the Parliamentary Group Mountains (since 2002), Secretary of the Conference of Heads of Municipalities from tourism villages in mountain areas (since 2002).

Strong international connections: Board of directors of EUROMONTANA (European mountain organisation, since 2002), Involved in the build-up of the Macroregional Strategy for the Alpine Area EUSALP (since 2013) and Co-Leader of the Action Group on Digitalization and on Services of general interest (since 2015), Member of the Advisory Board of the Plattform Land of South Tyrol (since 2015), Leader of many Interreg-projects in the Alpine space, actually on Smart villages.

Personal passion: Cycling (road and mountainbike).



Luca d'Angelo

Director Dolomiti Paganella Tourism

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Panelist

Mountain biking in a post-covid era

After earning a degree in Tourism Economics, a 1-year experience as a researcher in New Zealand, and receiving a Masters in Tourism Management, Luca worked as a Senior Researcher at Trentino School of Management focusing his work mainly on sports tourism, destination marketing, and destination branding. Luca coordinated and directed the Trento and Valsugana Wine Route for 5 years and has been the Destination Manager at Valsugana Tourism Board (Trentino, Italy).

In early 2015 he took charge of the Dolomiti Paganella Tourism Board (Trentino, Italy) as Destination Manager.

Luca is currently leading a DMO innovation process, focusing on tourism product and experience design and strongly believes that DMOs need to evolve, shifting their core strategy from marketing to management. He's in charge of the development of the Dolomiti Paganella Bike Area.



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Mike McClure

President of the European
Network of Outdoor Sports.

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Panelist

Mountain biking in a post-covid era

Mike is currently the chairman of the European Network of Outdoor Sports (ENOS) and has been involved in a range of European Projects including leading the Watersports Enhanced Together (Get WET) project and as a key partner in the Benefits of Outdoor Sports for Society (BOSS) project.

Mike works for Sport Northern Ireland as the Active Outdoors Development Officer and is based at Tollymore National Outdoor Centre. His role involves liaising with local and central government agencies as well as National Governing Bodies of sport and clubs to strategically develop outdoor sport and recreation. He led a consortium that developed the NI Outdoor Recreation Action Plan which consists of 33 actions that provide the mechanism for developing Northern Ireland as a great place to be active outdoors.

Mike is still a very active outdoor enthusiast – with his main passion being sea kayaking. He is a British Canoe Union level 5 Coach and has paddled and coached extensively throughout the UK and Ireland from the Shetlands to the Channel Islands. He has also led expeditions in Canada, America and Europe.

Mike's background is as an Environmental Scientist and he worked in the field of outdoor and environmental education for over 20 years.



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