



Cluster visit #4 REGENERATIVE DEVELOPMENT

Explore sustainable practices that nurture both the
land and your spirit



What to expect:

- Power ON – Experience and seeing first hand where the power comes from and how it is utilized – Gives you understanding of how Iceland works for the ongoing trip.
- Networking – Build up connections with entrepreneurs, industry leaders and professionals in the food sector, tourism sector and agriculture.
- Food production and circular economy – How can we create more value and be more competitive?
- Inspiration – Get inspired by local farmers, tourism operators, municipalities that foster clusters and how we use regional strengths to create higher impact, higher value and better jobs.

AGENDA

Duration 6 hours

08:45 – Departure from Reykjavík

09:15 - ON power – Hellisheiði

geothermal plug in and the story of Carbfix

10:00 – Þorlákshöfn / Ölfus

Cluster story and meeting start-ups

12:00 - Friðheimar

Tomato greenhouse, the founders story and meeting start-ups – Lunch

14:00 – Ölverk brewery

Inspiration talks

14:45 - Departure to Reykjavik

***Friðheimar will generously provide lunch
for participants on this tour.***

ABOUT THE HOST



Iceland Tourism Cluster



The main objective of the Tourism Cluster Initiative is to promote competitiveness and value creation within the Icelandic tourism industry, and to develop a co-operating forum for different stakeholders where the main focus is on linking them together and opening up for interaction between them.

The members of Iceland Tourism Cluster Initiative are 45 from all over the value chain of Tourism. The cluster network consists of travel agents, tour operators, hotels, attractions and activities, restaurants, airlines, public relations, IT solutions, maintenance service, engineer service, banks, foreign exchange, law firms, educational institutions and retail.

Iceland Tourism Cluster is a one of the main hosts at the TCI conference 2023.

**Please be advised that the agenda for this tour is subject to change.*