



Efi Koudeli, Regional Manager Europe at ICCA, is a seasoned industry professional with expertise in tourism, destination management, and meeting's industry. Efi has led initiatives at renowned organizations like the Greek National Tourism Organisation and IATA in Spain, This is Athens Convention and Visitors Bureau and the Thessaloniki Convention Bureau. With a Master's in Cultural Institutions and Companies Management, she brings a wealth of knowledge and a commitment to advancing the industry. Efi focuses on fostering connections and collaboration within the professional landscape.