

## Anita Mendiratta

A committed Tourism & Development practitioner, Anita is the Founder and President of ANITA MENDIRATTA & Associates (first launched as CACHET CONSULTING), a highly respected and trusted international consulting firm based in London, UK.

With over two decades of global professional working and living experience, Anita's global hands-on, cross-cultural, cross-industry experience in both public and private sectors has created an innate ability to feel the 'heartbeat' of societies – the economic, social, political, cultural and environmental dynamics impacting and inspiring nations facing change, including confronting challenge. Importantly, with proven agility and acumen in mobilising impact across diplomatic, governmental and business spheres, her exceptional skills in assisting clients in defining and mobilising critical principles and practices vital to individual and collective impact has earned her the trust needed to work directly with leadership teams to unlock higher levels of performance.

For this reason, Anita is highly sought after as both a strategist & advisor in the areas of national growth, development, and often, recovery. She is honoured to be:

- SPECIAL ADVISOR to the Secretary General of the UNWTO <http://www2.unwto.org/>
- STRATEGIC ADVISOR TO CNN INTERNATIONAL in the area of Tourism & Economic Development, operating as lead Consultant of CNN's T.A.S.K. GROUP across all regions of the world. <http://www.cnnmediainfo.com/task/>
- STRATEGIC RESOURCE TO THE WORLD BANK, WTTC, IATA and ATAG in Tourism, Aviation and Development

Increasingly, Anita is called upon to be the bridge between government and business, assisting leaders to address conflict and find common ground to enable advancement of common agendas, breaking through areas of contrast and/or conflict to realise shared aspirations.

## Contact data

### Anita Mendiratta

Founder & President

Anita Mendiratta & Associates

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## Event

Official Partner Country  
ITB Berlin 2020



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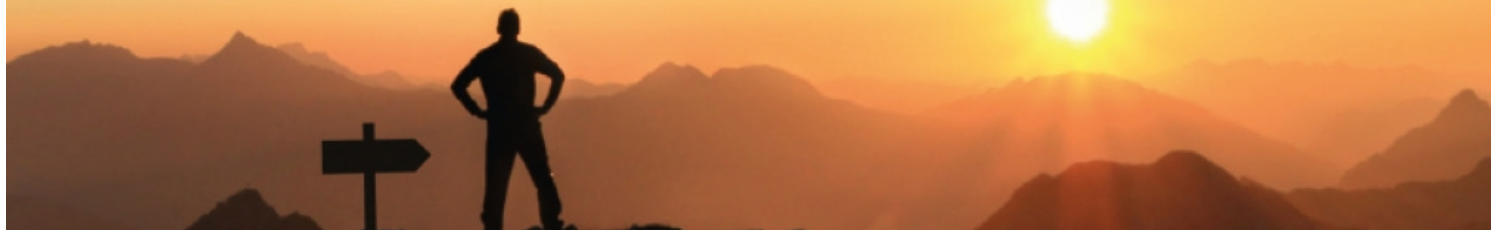
Kurzfristige Änderungen vorbehalten.

# SPEAKERS



**ITB**  
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## [Crisis Management And Resiliency In The Shadow Of COVID-19](#)

Wednesday, March 4, 2020, 16.00 - 16.45

CityCube Berlin, Hall A1

## [5TH ITB IIPT "CELEBRATING HER AWARDS"](#)

Thursday, March 5, 2020, 14.00 - 15.00

Palais am Funkturm, ITB Convention Awards

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