Opening and Welcome Session
Moderated by: Mr. Zhu Shanzhong, Vice Chairman, China National Tourism Administration

Mr. Taleb Rifai
Secretary-General, World Tourism Organization (UNWTO)
- Former Assistant Director General of the International Labour Organization (ILO)
- Former Minister of Tourism and Antiquity of Jordan
- Extensive background in public service at international and national level

Mr. Shao Qiwei
Chairman, China National Tourism Administration (CNTA)
- Former Vice Governor of Yunnan Province
- Recipient of the 2012 UNWTO Award for Lifetime Achievement
- Over 30 years’ experience in public administration in China

Mr. Wang Sanyun
Secretary of Gansu Provincial Committee of the Communist Party of China (CPC)
- Director of the Standing Committee of the CPC Provincial People’s Congress
- Alternate member of the 16th and 17th CPC Central Committee and elected as a member of the 18th CPC Central Committee in 2012
- Former Governor of Anhui Province
Mr. Xu Jing
Director, Regional Programme for Asia and the Pacific, United Nations World Tourism Organization (UNWTO)
- Former Chief of International Relations, Department of International Liaison, China National Tourism Administration
- Adjunct Professor at the School of Hotel and Tourism Management, The Chinese University of Hong Kong
- Holder of the 2010 Seoul Tourism Award

Professor Dai Bin
President, China Tourism Academy
- Editor of China Tourist Hotels and the Tourism Tribune, and expert on the Tourism Emergency Affairs Office of the State Council
- Member of the National Tourist Hotel Star-rating Commission
- Has published over 300 research papers and 30 monographs and translations focused on tourism business management, and has initiated more than 70 tourism research projects funded by the public and private sector

Ms. Alla Peressolova
Manager, Fairs and Silk Road Programme, United Nations World Tourism Organization (UNWTO)
- Head of the UNWTO Silk Road Programme, a collaborative platform composed of 31 Member States
- Responsible for UNWTO's relations with major international fairs, including WTM London, ITB Berlin and FITUR Madrid
- Has managed several communications and awareness campaigns for UNWTO, including Protect Children from exploitation in tourism and six International and Regional Tourism Communications Conferences (TourCom)
Tourism today directly and indirectly represents 9% of global GDP, and is responsible for around 235 million jobs, that is, one in twelve jobs worldwide. As to the Silk Road, commercial interest in the region has grown considerably over recent years. Stronger economies, improved infrastructure and connectivity, advances in information technology and enhanced mobility are creating new opportunities for tourism. The first panel session will address these issues and discuss measures that can be taken to create a better environment for business growth and foreign direct investment along the Silk Road.

Mr. Nazim Samadov  
Deputy Minister, Ministry of Culture and Tourism of the Republic of Azerbaijan  
- PhD in Sciences of Language  
- Working Group Member: Universal Periodic Review of the United Nations Human Rights Council (UNHRC)  
- Working Group Coordinator on culture and tourism of GUAM countries

Madam Wang Ping  
Chairman, China Chamber of Tourism  
- Member of the 11th National Committee of the CPPCC  
- Vice Chairman of the Global Tourism Economy Forum  
- Curator of the China Nationalities Museum

Mr. Yongfu Ouyang  
Economic Affairs Officer - Investment Facilitation Section, International Conference on Trade and Investment (UNCTAD)  
- Former Director of the Division on US Affairs, Ministry of Foreign Affairs of China  
- Experienced advisor in leading international companies on investment and management  
- 15 years of experience in international economic cooperation and investment
According to the UN, the world’s urban population is expected to reach the 5 billion mark by 2030. This will have a considerable impact on urban tourism, affecting areas ranging from infrastructure to resource and heritage management. Thus the realisation of the Silk Road’s tourism potential will largely depend on how the cities of the region are able to adapt to the changing circumstances. By discussing guidelines and best-practices, the experts attending this panel session will work towards ensuring a consistent approach focused on the following key areas: the improvement of city infrastructure in order to facilitate travel and meet visitor interest, and strategies to enhance and interpret the heritage and cultural assets of the cities, thereby maximising visitor involvement, understanding and enjoyment.

Mr. Anvar Termikhodjaev
Deputy Chairman of “Uzbek Tourism” National Company
- Former Head of “Uzbek Tourism” National Company’s License and Private Tourism Development Department
- Director of the Uzbek-Thai Friendship Association, and Member of the Central Committee of the Uzbekistan Trade-Labor Unions
- In 2005 was awarded the “Shukhrat” Medal by the Government of Uzbekistan

Mr. Shin Yong-Eon
Director-General, Tourism Bureau, Ministry of Culture, Sports and Tourism of the Republic of Korea
- Former Director-General of Culture and Media Bureau, Ministry of Culture, Sports and Tourism
- Over 20 years of experience in policy-making and development in the areas of tourism and culture
- Awarded Service Merit Medal in 2001
Mr. Roger Carter  
Managing Director of TEAM Tourism Consulting and Chairman, TEAM China

- Established TEAM in 1997, after 15 years as Chief Executive of regional and city tourism bureaux in the UK
- Consultant in strategy, business planning and operations for tourism destination organisations, with strong focus on e-business
- Worked in more than 30 countries around the world and co-authored five UNWTO publications

Mr. Graham Barrow  
Associate Director, Imagemakers

- Former Director of the national Centre for Environmental Interpretation (CEI) at the Manchester Metropolitan University, and for over 25 years member of the Royal Town Planning Institute
- Trustee of the Macclesfield Silk Heritage Trust
- Over 30 years of consultancy experience in environmental and heritage management, interpretation, recreation and tourism, sustainable development and with their associated community involvement, management and financial issues.
Panel Session 3
Facilitating Travel to Reconnect the Silk Road
Moderated by: Mr. Suman Billa, Secretary to Government, Department of Tourism Kerala, India

The Silk Road has been travelled along for centuries by conquerors, traders, missionaries, geographers and now, tourists. While one of the Silk Road’s key strengths is that it is a unique network of destinations, multiple barriers to the smooth cross-border movement of tourists complicate multi-destination tourism. Innovative approaches to cross-border management are required in order to strengthen the common ownership of the Silk Road and fortify economic and cultural exchange and prosperity. The third panel session will discuss the challenges that need to be overcome in order to facilitate travel along the Silk Road. It will look at the benefits of governments working together and with the private sector to foster growth and stimulate demand.

Ms. Johanna Devine
UNWTO Silk Road Programme Assistant
- Responsible for devising policy and implementing projects for UNWTO Silk Road Programme
- Former Marketing Executive for Tourism Queensland (Australia)
- Extensive experience in regional development and visitor management in Victoria, Australia

Mr. Malishko M. Nematov
Chairman, Committee of Youth Affairs, Sports and Tourism of the Republic of Tajikistan
- Chairman of the Committee of Youth Affairs, Sports and Tourism under the Government of the Republic of Tajikistan.
- Former Head of International Department Division of President's Administration.
- Former Assistant of the President of the Republic of Tajikistan

Dr. Victor Wee
Former Chairman, Tourism Malaysia
- Former Secretary General of the Ministry of Tourism
- Former Deputy Head of the National Economic Action Council Secretariat, Malaysia
- Has served as a Consultant for UNWTO, the World Bank and the United Nations Development Programme (UNDP)
Panel Session 4
Addressing Environmental Concerns and Safeguarding Heritage
Moderated by: Mr. Xu Jing, UNWTO Regional Director for Asia and the Pacific

The Silk Road is the earliest and one of the most impressive examples of the benefits arising from cultural exchange and integration. For over two millennia highly diverse civilizations engaged in the trade of goods and knowledge, the results of which can be encountered in innumerable historical and cultural sites spread across the region. Today these routes, or heritage corridors as they have been identified by the United Nations Educational, Scientific and Cultural Organization (UNESCO), can offer multiple benefits to local communities through the promotion of responsible and sustainable tourism development. In the fourth panel session, participants will discuss strategies and best-practices that will strike a balance between the promotion of World Heritage sites for the purpose of tourism and the protection and conservation of these sites for generations to come.

Ms. Rusudan Mamatsashvili
Head, Planning and Development Department, Georgian National Tourism Administration
- Responsible for strategy development, international relations, tourism statistics and market research at GNTA
- Received a Master’s Degree in Tourism and Hospitality Management from the Gothenburg University, and was awarded presidential scholarship for her studies
- Lectures at the State University

Mr. Peter DeBrine
Programme Specialist Sustainable Tourism, United Nations Educational Scientific and Cultural Organization (UNESCO)
- Former Director of World Heritage Alliance at the UN Foundation
- Former Deputy Director of the International Tourism Partnership (ITP) for the Prince of Wales International Business Leaders Forum (IBLF)
- Expert in sustainable tourism and development

Mr. Wang Xudong
Executive Council Member of ICOMOS China, and Deputy Director of the Dunhuang Academy
- Over 20 years of professional experience in site conservation and preservation
- Currently heading collaborations with the Getty Conservation Institute, the Tokyo National Institute of Culture Property, the Courtauld Institute of Art, Microsoft Research Asia, and the International Institute for Advanced Studies, Japan.
- Guest Professor at Lanzhou University and the Northwest University (China)
UNWTO research shows that the Silk Road stimulates more discussions online than any other travel route, accounting for approximately 30% of all discussions globally. In order to channel such a high level of interest, the UNWTO Silk Road Programme, in cooperation with the participating Member States, has been developing and implementing a global marketing, communication and product development strategy designed to benefit all participating Silk Road destinations. Challenges, however, do arise when working towards establishing a product that unites so many different stakeholders, operates on so many policy levels and is subject to continuous technological innovations. In the fifth panel session, participants will draw upon these issues and present best-practice examples and strategies that will help strengthen and establish the Silk Road as an internationally renowned and recognized tourism brand.
Mr. Mahmood Abduljabbar Mousa  
**Director-General, Ministry of Tourism and Antiquities of Iraq**  
- Director – General of Tourist Groups Department – Ministry of Tourism and Antiquities – Iraq  
- Former Director of Iraqi Airways  
- Extensive experience in public administration, with a specific focus on tourism related fields

Mr. Wong Man Kong Peter  
**Executive Chairman, China Chamber of Tourism**  
- Deputy of the PRC National People’s Congress  
- Chairman of the M K Corporation Ltd, North West Development Ltd, Culture Resources Development Co Ltd, Silk Road Hotel Management Co Ltd, and Silk Road Travel Management Ltd.  
- Holder of the Bronze Bauhinia Star and the “Young Industrialist Award of Hong Kong”.

Mr. Jens Thraenhart  
**Chair, PATA China Chapter**  
- Founder of Digital Innovation Asia (DIA) and China Travel Trends, and co-founder of Dragon Trail Interactive  
- Former Executive Director of Marketing Strategy and Customer Relationship Management for the Canadian Tourism Commission  
- Over 20 years of international hospitality marketing and operations experience

Mr. Asanuma Tadaaki  
**Chief, UNWTO Regional Support Office for Asia and the Pacific**  
- President of the Asia-Pacific Tourism Exchange Center (APTEC)  
- Former President of JR-West Communications  
- Extensive experience in the Japanese private and public sector
Closing Remarks

Mr Zoltán Somogyi
Executive Director for Member Relations and Services, UNWTO
- Former Ambassador of Hungary to Montenegro
- Extensive experience in the public sector, holding positions as State Secretary for Tourism of Hungary, Chairman of the Hungarian National Tourism Agency and Under-Secretary of the State in the Ministry of Economy, Hungary
- Graduate of Budapest University of Law with a Doctorate

Li Rongcan
Vice Governor, People's Government Gansu Province
- Former Assistant Minister, Ministry of Commerce
- Former Member, Ministry of Commerce CPC, Leading Party Group
- Former adjunct Vice-Mayor, People's Government Guangdong Province, Guangzhou City