



7th UNWTO Silk Road Tour Operators' Forum

Thursday 8 March 2018, 14.00-16.00

'Palais West Room', ITB Berlin

Forum organized by UNWTO and supported by ITB Berlin

The forum will be held in English

UNWTO will be running a 2 hour workshop designed to empower Silk Road tour operators to better understand, engage and work with the international travel trade. International tourism experts with Silk Road knowledge will present on the multiple areas influencing tourism development along the historic routes. The opportunities, challenges and necessities of offering packages tours across Central Asia, Maritime Silk Road product development, and a novel speed-networking session allowing participating tour operators to showcase their latest products to an international audience will form the basis of this year's exciting event. The forum will also include a special competition: the speed-networking presentation that receives the highest audience voting will benefit from great promotional package designed by the UNWTO Silk Road Programme.

For more information, please contact silkroad@unwto.org

To access information and to register, please click [here](#).

Provisional Programme

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| 14:00-14:05 | Official welcome by Mr. Zhu Shanzhong, UNWTO Executive Director |
| 14:05-14:15 | Keynote Intervention by Ms. Alla Peressolova, Head of the UNWTO Silk Road Programme: <i>"The UNWTO Silk Road Action Plan 2018-2020: achieved milestones, and upcoming opportunities"</i> |
| 14:15-14:30 | Keynote Intervention by Mr. Robert Travers, UNWTO Consultant: <i>"Maritime Silk Road Product Development: key research findings - Tourism Impact of the 21st Century Maritime Silk Road"</i> |
| 14:30-14:45 | Keynote Intervention by Ms. Saule Kalysheva, Travel Consultant, Caravanistan: The Silk Road Travel Guide: <i>"Central Asia: how to approach and market the heart of the Silk Road"</i> |
| 14:45-15:55 | Silk Road Tour Operators Speed-networking session moderated by Mr. John Bell, International Tourism Expert. Mr. Bell will offer a brief introduction to the theme a tourism storytelling and subsequently moderate the speed-networking session. Silk Road tourism stakeholders will be given a 3-minute time-slot to present their main products and/or tourism ideas to an audience composed of public and private tourism stakeholders. Enough time will be secured for stakeholders to subsequently discuss common synergies within a B2B context. As part of the speed-networking session, participants will be able to vote for the best presentation. The candidate that receives the most votes will benefit from a promotional package elaborated and supported by the UNWTO Silk Road Programme. |

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