



T.C.
KÜLTÜR VE TURİZM BAKANLIĞI
Republic of Turkey Ministry of Culture and Tourism

8th UNWTO Silk Road Task Force Meeting

Kayseri, Turkey, 26-27 April 2018
Hotel Hilton Kayseri

Programme

Wednesday, 25 April

Arrival of Task Force representatives (airport transfers provided)

20:00 Welcome Dinner hosted by the Ministry of Culture and Tourism of the Republic of Turkey
Venue: Hotel Hilton Kayseri

Thursday, 26 April

09:00 - 09:30 **Official Opening with group photo**

- Welcome Remarks by Mr. Ziya TAŞKENT, Deputy Undersecretary, Ministry of Culture and Tourism of the Republic of Turkey
- Welcome Remarks by Mr. Beka Jakeli, Coordinator for Member Relations, World Tourism Organization (UNWTO)

Introductory Presentations (09:30 – 10:10)

09:30 - 09:45 “Silk Road Action Plan Update: re-defining cooperation along the historic routes” by Mr. Patrick Fritz, Technical Coordinator, UNWTO Silk Road Programme

09:50 - 10:05 “Turkey and the Silk Road” by Mr. Umut Özdemir from the Ministry of Culture and Tourism of Turkey

Silk Road Workshop – 1 (10:20 – 13:10)

10:20 – 10:35 “Earth TV and marketing opportunities for Silk Road countries” by Mr. Nikolaus Lohmann, CEO, Earth TV

10:40 – 13:10 **Silk Road Country presentations**
16-minute time slots to be filled in by Task Force representatives: see “Concept Note” for background information

13:15 **Lunch hosted by the Ministry of Culture and Tourism of the Republic of Turkey**
Venue: Hotel Hilton Kayseri

Thematic Silk Road Presentations (15:00 – 15:40)

- 15:00 – 15:20 “Introducing Silk Road Tourism Intelligence as a new key pillar” by Mr. Nikolaos Gkolfinopoulos, Research and Tourism Intelligence Officer, UNWTO Silk Road Programme
- 15:20 – 15:40 “Increasing international awareness for the Silk Road: opportunities for Member States” by Ms. Daniela Wagner, Director of International Partnerships, Travel Weekly Group

Silk Road Workshop - 2 (15:50 – 18:30)

- 16:00 – 18:20 **Silk Road Country presentations**
16-minute time slots to be filled in by Task Force representatives: see “Concept Note” for background information

Meeting Conclusion (18:30 – 19:00)

- 18:30 – 18:45 Wrap-up by Mr. Patrick Fritz and concluding remarks by Mr. Beka Jakeli, Coordinator for Member Relations, UNWTO
- 18:45 – 19:00 Concluding remarks by Mr. Ramazan Çokçevik, Director of Foreign Relations and EU Coordination, Ministry of Culture and Tourism of the Republic of Turkey
- 20:00 **Dinner hosted by the Ministry of Culture and Tourism of the Republic of Turkey**
Venue: Kemal Koçak Restaurant

Friday, 27 April

Technical Tour of Kayseri and the Cappadocia Region

- 09:30 Departure from Hotel
- 13:00 Lunch – Caverna Restaurant Cappadocia
- 18.30 Return to Hotel
- 20:00 Dinner at the Hotel Hilton Kayseri

Saturday, 28 April

Departure of Task Force representatives (airport transfers provided)