



ITB
BERLIN

9th UNWTO Silk Road Ministers' Meeting Programme

Wednesday, 6 March 2019

14:00-16:00; 'Berlin Room', Hall 7.3a, ITB Berlin

Meeting to be conducted in English

Meeting organized by UNWTO, and supported by ITB Berlin. Attendance is by invitation only.

13:45 **Access to room open**

14:00-14:15 **Official opening**

Opening Remarks by Mr. Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO)

Welcome Remarks by Mr. David Ruetz, Head of ITB Berlin

14:15-14:25 **Silk Road tourism update**

"Technical cooperation opportunities along the Silk Road" by Mr. Patrick Fritz, Technical Coordinator, Technical Cooperation and Silk Road Department

14:30-15:00 **Keynote interventions: project proposals for the Silk Road**

"Inspiring Silk Road: using the power of social media to promote travel along the Silk Road" by Mr. Jens Thraenhart, Founder & CEO, Chameleon Strategies

"How digital can help diversify Greece's product offering" by Ms. Maria Founta, Head of Marketing in CEE, Google

"Research on travel facilitation: a proposal for the Silk Road" by Ms. Sasha Woodward, Account Manager, Eastern Europe & CIS, Routes UBM

"7 Beauties of the Silk Road" by Ms. Sakina Asgarova, Industry Associations Manager, Azerbaijan Tourism Board

15:00-15:45 **Open debate: "Your Silk Road and how to make it a reality"**

Held under the theme "Your Silk Road and how to make it a reality", Member States will be able to discuss the project proposals put forward and present their own ideas and projects for the Silk Road.

15:45-15:50 **Closing remarks**

by Mr. Zhu Shanzhong, Executive Director, World Tourism Organization (UNWTO)

