10th UNWTO Silk Road Ministers’ Meeting
Wednesday, 4 March 2020
12:00-14:00; CityCube Berlin, Room A8 (Messe Berlin)

Meeting to be conducted in English
Simultaneous interpretation of English and Russian available
Meeting organized by UNWTO, and supported by ITB Berlin. Attendance is by invitation only.

Provisional Programme

11:45 Access to room open
12:00-12:15 Official opening

Opening Remarks by Mr. Zhu Shanzhong, Executive Director, UNWTO
Welcome Remarks by Mr. David Ruetz, Head of ITB Berlin

12:15-12:25 Silk Road tourism update

“Investment Conditions along the Silk Road: setting the scene” by Mr. Suman Billa, Director, Technical Cooperation and Silk Road Department, UNWTO

12:25-13:00 Roundtable on investments and the potential of sustainable tourism development along the Silk Road

With global development initiatives and financial institutions already heavily investing throughout the Silk Road, UNWTO would like to ensure that the cross-cutting nature of sustainable tourism is adequately recognized and referenced within any future development plan or project concerning the region. Experts from the field will take part in a roundtable aimed at clarifying one simple question: how to secure big investments capable of building a Silk Road tourism route fitted to the globalized age we live in? Following panelists will intervene:

- Mr. Robert Schoellhammer, Representative, European Representative Office, Asian Development Bank (ADB)
- Ms. Marilena Vuiu, Senior Banker, European Bank for Reconstruction and Development (EBRD)
Ministerial Debate

Opened by Mr. Zurab Pololikashvili, Secretary-General, UNWTO

Participating Silk Road countries will intervene to outline the investment climate in their country. Apart from current rules and regulations, a focus will be placed on how they see the Silk Road evolving in the future.

Closing remarks

by Mr. Suman Billa, Director, Technical Cooperation and Silk Road Department, UNWTO