**UNWTO GLOBAL CONFERENCE ON LINKING TOURISM, CULTURE AND THE CREATIVE INDUSTRIES: PATHWAYS TO RECOVERY AND INCLUSIVE DEVELOPMENT**

**Lagos, Federal Republic of Nigeria, 14-16 November 2022**

**PUBLIC Provisional Programme**

| **Sunday 13 November : Registrations** | |
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| **14:00 – 20:00** | **Registration and reception of the badges (Lagos National Theatre)** |

**Monday 14 November : Symposium and Experts Workshops**

***The programmes of the 2 experts' workshop on Culture and the creative industries will be shared upon request – by invitation only***

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| **08:00 – 10:00** | **Registration (Lagos National Theatre)** |
| **10:00-10:30** | **Launch of the symposium and workshops** |
| **10:30-11:00** | **Interactive session with the youth from Nigeria** |
| **11:00-17:00** | **Symposium on the Digital Futures for the SMEs** |
| **18:00-19:00** | **Welcome Cocktail - hosted for all delegates - courtesy of the Federal Ministry of Information and Culture of Nigeria**<br>**"The flavors of the World" Exhibition with music performance by local artists and designer fashion show (ongoing on 14 and 15 November 2022)***<br>"The Flavors of the World" is an initiative launched by the Ministry of Information and Culture of the Federal Republic of Nigeria to showcase the gastronomy and delicatessen of the World as a walkway near the Lagos National Theatre. Gastronomy is a key segment for promoting tourism destinations and cultural heritage and it will be a unique occasion from Lagos, to see, discover and enjoy new dishes from the four corners of the planet. Also, music and fashion shows, two important sectors of the creative industries will be part of this experience to be enjoyed by the delegates. |

**NB:** *Two expert workshops will run in parallel with the symposium on the Digital futures for the SMEs; 1)**Tourism and Culture: Promoting Sustainable Tourism through the Safeguarding of Intangible Cultural Heritage** and*
*2)**Tourism and The Creative Industries: Harnessing Screen Tourism, Gastronomy and Fashion for destination branding and socio-economic development** (80 pax each workshop) - **BY INVITATION-ONLY***

## Tuesday 15 November: UNWTO Global Conference on Linking Tourism. Culture and the Creative Industries: Pathways to Recovery and Inclusive Development

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| **08:00-10:00** | **Registration** |
| **10:00-11:00** | **Opening Ceremony of the UNWTO Global Conference on Linking Tourism, Culture and Creative Industries: Pathways to Recovery and Inclusive Development**<br>- **Opening remarks**<br>- ***Family photo*** |
| **11:00-11:15** | **Coffee break** |
| **11:15-11:30** | **Performing/interactive keynote: The importance of Cultural heritage**<br>An introduction video of the value and importance of culture, from its tangible and intangible assets |
| **11:30-13:00** | **Panel I - Linking Tourism and Culture** |
| **13:00-14:30** | **Lunch Break- Hosted for all delegates - courtesy of the Federal Ministry of Information and Culture of Nigeria** |
| **14:30-14:45** | **Performing/interactive keynote: Creative Nigeria**<br>An introduction video and performance of the best of Nigeria's creative industries, from their colorful fashion industry, innovative film industry through Nollywood and vibrant dance and musical scene |
| **14:45-16:15** | **Panel II- Stimulating Creative Industries for social entrepreneurship, MSMEs and competitiveness in the tourism sector** |
| **16:15-16:30** | **Recognition of participation** |
| **16:30- 16:45** | **Closing remarks** |
| **20:00** | **Gala Dinner and Cultural Performance - courtesy of the Federal Ministry of Information and Culture of Nigeria** |

## Wednesday 16 November: Social Tour

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| **10:00-15:00** | **Special Visit -A Day with Nollywood at Civic Center** |