



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



UNWTO ACTIVITIES PROGRAMME

Wednesday 18 January – Sunday 22 January 2017



Feria Internacional de Turismo
International Tourism Trade Fair

Argentina
FITUR Official Partner

UNWTO STAND: 8F02A

Date	Time	Activity	Venue
16 January, Monday			
	15:00 – 21:30	<p>13th UNWTO Awards Forum (followed by a networking-cocktail)</p> <p>Held prior to the UNWTO Awards Ceremony and Gala Dinner, the UNWTO Awards Forum showcases the innovative and excellent initiatives of UNWTO Awards finalists and allows the international tourism sector to learn from their outstanding achievements. It also serves as a world-class platform to bring together policy makers, tourism practitioners, and tourism academia including UNWTO Ulysses Prize Laureates to share their knowledge about innovation in tourism.</p> <p><i>For more information, please click here or contact awards@unwto.org</i></p>	<p>Palacio Neptuno Cervantes, 42 Madrid</p>
17 January, Tuesday			
	11:00 – 12:30	<p>UNWTO Press Conference</p> <p><i>For more information, please contact comm@unwto.org</i></p>	<p>UNWTO Headquarters Capitán Haya, 42 Madrid Lobby</p>
	14:00 – 15:30	<p>14th Meeting of the Board of Directors of the UNWTO ST-EP Foundation (only ST-EP Board Members)</p> <p><i>For more information, please contact lbarca@unwto.org</i></p>	<p>UNWTO Headquarters Capitán Haya, 42 Madrid 9th floor – Paci room</p>
18 January 20 January		<p>FITUR GREEN 2017 (FITUR/UNWTO/ ITH/initiative)</p>	<p>Hall 10</p>

18 January, Wednesday

	12:30 – 14:30	<p>Official launch of the International Year of Sustainable Tourism for Development 2017 (followed by FITUR/UNWTO VIP Reception) (by invitation only)</p> <p>At the end of 2015, the United Nations General Assembly at its 70th Session declared 2017 as the <i>International Year of Sustainable Tourism for Development</i> (IY2017) and designated UNWTO to lead the celebrations. IY2017 presents a unique opportunity to explore and highlight tourism's potential to help transform our world into a place of prosperity and wellbeing for all. To mark the occasion, the official Opening of the International Year will be held in Madrid in the morning of the 18 January 2017 with the presence of Spanish and international dignitaries.</p> <p>For more information, please contact scarvao@unwto.org cc ssiv@unwto.org</p>	North Auditorium (Rooms N103 – N104)
	15:00 – 16:30	<p>UNWTO Committee of Tourism and Sustainability - Public meeting on the occasion of the Official Opening of the International Year of Sustainable Tourism for Development</p> <p>The Committee on Tourism and Sustainability of UNWTO is holding this Public meeting on the Occasion of the Official Opening of the International Year of Sustainable Tourism for Development. The committee members and the invited experts will focus their discussions on the importance of measurement for sustainable tourism development as well as provide an update on UNWTO's current work on the inclusion of sustainable consumption and production patterns (SCP) into national tourism policies.</p> <p>For more information, please click here or contact sdt@unwto.org</p>	North CC Level 1 Rooms N107–N108
	18:30 – 22:00	<p>13th UNWTO Awards Ceremony & Gala Dinner (in collaboration with FITUR)</p> <p>The UNWTO Awards is a set of annual international awards celebrating excellence and innovation in tourism, acknowledging exceptional leaders as well as outstanding tourism initiatives. On the occasion of the 13th UNWTO Awards Ceremony and Gala Dinner, held for the fourth consecutive time in collaboration with FITUR/IFEMA, UNWTO Lifetime Achievement and UNWTO Ulysses Prize Laureates will be presented and the winners of the UNWTO Awards for Innovation will be finally unveiled.</p> <p>For more information, please click here or contact awards@unwto.org</p>	North Auditorium (Rooms N103 – N104)

<p>09:00 – 14:00</p>	<p>VIII Tourism Investment and Business Forum for Africa – INVESTOUR (organized jointly by UNWTO/FITUR/Casa África)</p> <p>The structure of this important event is organized in two sessions: The first one is devoted to round tables and the second session consists of business-to-business (B2B) meetings.</p> <p>Conference</p> <p>Conference structured in two round tables - <i>Technology and the design of new tourism products</i>, and - <i>Skills development, youth and women's employment in tourism</i>, will generate debates which will yield valuable insights on how to increase the potential of African tourism at the global and regional levels.</p> <p>Online registration: http://africa.unwto.org/webform/investour-2017</p> <p>For more information, please click here or contact investour@unwto.org</p>	<p>North CC Level 1 Room N106</p>
<p>11:15 – 14:00</p>	<p>VIII Tourism Investment and Business Forum for Africa – INVESTOUR (organized jointly by UNWTO/FITUR/Casa África)</p> <p>B2B Workshop</p> <p>This very important session will put African tourism project leaders and potential partners in direct contact with one another. Therefore, this strategic platform will be a unique opportunity for both parts to build long-term and fruitful business collaborations.</p> <p>Online registration: http://africa.unwto.org/webform/investour-2017</p> <p>For more information, please click here or contact investour@unwto.org</p>	<p>Hall 9 Stand 9D08</p>
<p>14:00 – 15:30</p>	<p>Cocktail offered by INVESTOUR to the participants</p>	<p>North CC Level 2 Room Neptuno</p>
<p>14:00 – 15:30</p>	<p>FITUR/UNWTO Africa and Middle East Tourism Ministers Working Luncheon (by invitation only)</p>	<p>North CC Level 2 Room Colón</p>
<p>16:00 – 18:00</p>	<p>Ministerial Discussion Forum on Strengthening the resilience of Tourism in the Middle East and North Africa and and sustaining growth (organized jointly by UNWTO/FITUR/Casa Árabe)</p> <p>In the framework of FITUR 2017, Casa Árabe and the World Tourism Organization (UNWTO) are jointly organizing the fifth Ministerial discussion forum on Strengthening the resilience of Tourism in the Middle East and North Africa and sustaining growth. The discussion will focus on current trends and short term prospects of tourism in the region - in the context of a turbulent regional scenario and persistent uncertainties over the global economic outlook -, as well as on strategies and measures to enhance Tourism safety and security, accelerate and consolidate recovery, sustain growth, boost destinations competitiveness and promote investment.</p> <p>For more information, please contact rpme@unwto.org</p>	<p>North CC Level 1 Room N106</p>

20 January, Friday

	10:00 – 13:00	Meeting of the Board of the UNWTO Affiliate Members (only Board Members) <i>For more information, please contact unwtoam@unwto.org</i>	UNWTO Headquarters Capitán Haya, 42 Madrid 9 th floor – Lonati room
	12:00 – 14:00	5th Meeting of the UNWTO Committee on Tourism and Competitiveness (only Committee Members) <i>For more information, please contact pcarmona@unwto.org</i>	UNWTO Headquarters Capitán Haya, 42 Madrid 9 th floor – Paci room
	14:00 – 16:00	Working Luncheon with the Central American Tourism Ministers (by invitation only) <i>For more information, please contact cam@unwto.org</i>	Espigón Restaurant

North CC = North Convention Centre at the Northern Entrance of FITUR

South CC = South Convention Centre at the Southern Entrance of FITUR

Please feel free to visit our UNWTO stand at 8F02A

SC/mn - 16/01/17