



PROGRAMME OF THE UNWTO ACTIVITIES

Wednesday 22 January – Sunday 26 January 2014



UNWTO STAND: 8C19

Date	Time	Activity	Venue
20 January, Monday			
	16:00 – 17:00	UNWTO Press Conference <i>For more information, please contact comm@unwto.org</i>	HQ 9 th floor
21 January, Tuesday			
	09:15 – 19:00	7th TOURISM LEADERSHIP FORUM OF EXCELTUR: “Tourism, a key driver to support the country brand” VIP lunch for authorities and speakers (by invitation only) <i>For more information please click here or contact comm@unwto.org</i> Organized jointly by EXCELTUR and UNWTO	North CC North Auditorium (Rooms N103 –N104)
	14:15 – 15:45		
	12:30 – 14:00	Meeting of the ODA Working Group (only Working Group Members) <i>For more information, please contact clisboa@unwto.org</i>	Room A10.2 Hall 10, 1 st floor
	14:00 – 17:00	ATTA AdventureConnect-Spain meeting (by invitation only) (organized jointly by UNWTO and ATTA) Organised jointly by UNWTO and the Adventure Travel Trade Association (ATTA), AdventureConnect is a networking event and forum for tourism stakeholders active in the adventure tourism sector. With a focus on responsible travel, this event will address the central issues currently being faced by the industry and explore means to increase cooperation between the European, North American and Latin American regions. <i>For more information please click here or contact unwtoam@unwto.org</i>	HQ 9 th floor Lonati room

<p>22 - 24 January</p>	<p>FITUR/UNWTO/ITH initiative</p>	<p>FITUR GREEN 2014 Innovative and Sustainable Management: a Commitment to the Tourist</p> <p>Co-organized by the Hotel Technology Institute (ITH), the World Tourism Organization (UNWTO) and FITUR, FITUR Green seeks to bring innovation and sustainability to the tourism sector, in order to boost competitiveness, both for the private sector and for destinations, vis-a-vis current trends and consumers' expectations and demand.</p> <p>The three-day event will also showcase successful national and international initiatives, projects and practical experiences through a series of roundtables, interventions and workshops.</p> <p>For more <i>information</i>, please click here</p>	<p>Hall 10 Stand 10B05</p>
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22 January, Wednesday

	<p>11:30 – 12:30 13:00 – 14:00 16:00 – 16:15</p>	<p>Fitur Green Roundtable on "Sustainability and Competitiveness" Roundtable on "Innovation for Sustainable Tourism" Inaugural Event</p> <p><i>For more information please click here or contact ccivili@unwto.org</i></p>	<p>Hall 10 Lane B05</p>
	<p>14:00 – 15:30</p>	<p>Inaugural event: FITUR/UNWTO VIP Reception (by invitation only)</p> <p>(with the collaboration of the Guanajuato region, Mexico)</p> <p><i>For more information, please contact jthebaud@unwto.org</i></p>	<p>South Entrance Level 1 Room Maquetas (Room S-100 A)</p>
	<p>16:30 – 18:00</p>	<p>FITUR Know How & Export Roundtable: "A place called world. Tourism business opportunities in the five continents".</p> <p>Spain is a world leader in tourism. Throughout the years we have acquired a valuable touristic know-how. That is why, as well as due to last year's success, SEGITTUR, in collaboration with ICEX Spanish Export and Investment and FITUR, the second edition of FITUR KNOW-HOW and EXPORT is being organized. A space where Spanish tourism businesses show their potential, knowledge, services and touristic products to buyers for other international markets. Furthermore, from this impulse to the internationalization of Spanish touristic businesses, also in the program of activities smart tourist destinations will be addressed and as well as the support available to entrepreneurs in this sector.</p> <p><i>For more information, please click here</i></p>	<p>Hall 10 Stand 10A03</p>
	<p>18:00 – 20:00</p>	<p>UNWTO Awards Ceremony</p> <p>On the occasion of its tenth anniversary, UNWTO will unveil the winners of the UNWTO Ulysses Prize, the UNWTO Award for Lifetime Achievement and the UNWTO Ulysses Awards for Innovation. Jointly organized for the first time with the International Tourism Trade Fair, the UNWTO Awards celebrate outstanding contributions made in the field of tourism. The event ceremony will be followed by a Gala Dinner.</p>	<p>North Entrance North Auditorium (Rooms N103 – N104)</p>

	20:00 – 22:00	<p>Gala Dinner</p> <p><i>For more information, please click here or contact innova@unwto.org</i></p>	
23 January, Thursday			
	10:00 – 13:30	<p>V Tourism Investment and Business Forum for Africa – INVESTOUR Inauguration and Seminar</p> <p>A joint initiative of UNWTO, FITUR and Casa África, Investour has consolidated its position to promote Africa's touristic potential and facilitate contact between African and Spanish companies in areas including project financing and investment, technology and know-how transfer and ecotourism. Investour 2014 will open with a morning session which will address two critical areas: "Investment in Africa's Hotel Infrastructures" and "Air Connectivity and Visa Facilitation as key factors for Africa's tourism development".</p> <p><i>For more information, please click here or contact investour@unwto.org</i></p>	North CC Level 1 Rooms N107 – N108
	13:30 – 15:00	<p>Cocktail offered by INVESTOUR to the participants</p>	Level 2 Room Neptuno
	09:30 – 14:00	<p>UNWTO Knowledge Network Symposium</p> <p>The UNWTO Knowledge Network Symposium will showcase the contributions made by the winners of this year's UNWTO Awards. Organized by the UNWTO Knowledge Network, the symposium will include presentations made by the awardees and a high-level panel discussion focused on the current status of knowledge management in tourism.</p> <p><i>For more information, please contact innova@unwto.org</i></p>	North CC Rooms N111 – N112
	11:00 – 12:00	<p>FITUR Know How & Export – Opening International Tourism Opportunities</p> <p><i>For more information, please click here</i></p>	Hall 10 Stand 10A03
	14:00 – 15:30	<p>FITUR/UNWTO Africa and Middle East Tourism Ministers Working Luncheon (by invitation only)</p> <p><i>For more information, please contact investour@unwto.org or cme1@unwto.org</i></p>	North CC Level 2 Room Colón
	15:30 – 19:30	<p>Tourism Investment and Business Forum for Africa – INVESTOUR B2B session</p> <p>The afternoon session of Investour is devoted to a Business to Business (B2B) meetings, following a previously arranged agenda of appointments between African and Spanish companies. This fifth edition will also open its doors to the participation of Portuguese companies.</p> <p>Online registration: http://investour2014.monooti.net</p> <p><i>For more information, please click here or contact investour@unwto.org</i></p>	North CC Level 1 Rooms N105 – N106

	16:00 – 17:30	<p>Ministerial Discussion Forum on The Future of Tourism in the MENA region</p> <p>Organized jointly with UNWTO/FITUR/Casa Árabe</p> <p>This high-level discussion forum will analyze the current situation and future prospects of Tourism in the region, as well as on the strategies and measures to accelerate and consolidate Tourism recovery, sustain growth, boost destinations competitiveness and promote investment.</p> <p><i>For more information, please contact cme@unwto.org</i></p>	North CC Level 1 Rooms N107 – N108
24 January, Friday			
	09:00 – 12:00	<p>Affiliate Members Board Meeting</p> <p>(only Board Members)</p> <p><i>For more information, please contact unwtoam@unwto.org</i></p>	HQ 9 th floor Lonati room
	11:00 – 11:45	<p>Fitur Green: UNWTO presentation on “Towards zero energy hotels”</p>	Hall 10 Lane B05
	13:00 – 14:30	<p>Meeting of the Central American Tourism Ministers and Ambassadors followed by lunch at 14:30</p> <p>(by invitation only)</p> <p><i>For more information, please contact cam@unwto.org</i></p>	HQ 9 th floor Lonati room
	16:00 – 17:00	<p>ST-EP Working Group meeting</p> <p>(only Working Group Members)</p> <p><i>For more information, please contact mleijzer@unwto.org</i></p>	HQ 9 th floor Lonati room
	17:00 – 18:30	<p>ST-EP Board meeting</p> <p>(only Board Members)</p> <p><i>For more information, please contact mleijzer@unwto.org</i></p>	

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

Please feel free to visit our UNWTO stand at 8C19

Updated on 17/01/14