



PROGRAMME OF THE UNWTO ACTIVITIES

Wednesday 28 January – Sunday 1 February 2015



UNWTO STAND: 8C28

UNWTO stand at Fitur Shopping: Hall 8, The Dome SD01

Date	Time	Activity	Venue
27 January, Tuesday			
	15:00 – 19:00	<p>UNWTO Awards Symposium</p> <p>Focusing on the role of innovation and enriched by the inspirational experiences of the finalists of the 11th UNWTO Awards, the UNWTO Awards Symposium is held to foster dialogue and share good practices in tourism innovation. The Symposium includes inspirational speeches by the UNWTO Ulysses Prize and the Lifetime Achievement Laureates as well as exciting presentations by the awardees in the project categories. The previous UNWTO Awards Laureates and the prominent experts will also participate in the interactive panel discussion.</p> <p><i>For more information, please click here or contact innova@unwto.org</i></p>	North CC Level 1 Rooms N107–N108
28 - 30 January	FITUR/UNWTO/ITH initiative	<p>FITUR GREEN 2015 Towards sustainable consumption and production in the tourism sector</p> <p>Over the three days that FITUR Green will be held, existing national and international initiatives related to sustainable consumption and production will be featured through roundtables, presentations and workshops. At this edition, a presentation will be given on the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP), which was established by the United Nations Conference on Sustainable Development (Rio+20) held in June 2012. The United Nations General Assembly has reaffirmed that the promotion of sustainable consumption and production patterns is among the general objectives and essential requirements for sustainable development and that fundamental changes in the way societies produce and consume are indispensable for achieving global sustainable development (A/CONF.216/5). In this regard, particular emphasis will be given to the promotion of the recently established 10YFP Programme on Sustainable Tourism (10YFP STP) led by the UNWTO.</p> <p><i>For more information, please click here</i></p>	Hall 10 (seminars at: 10B05)
28 January, Wednesday			
	09:30 – 12:30	<p>Meeting of the Competitiveness Committee (only for Committee Members)</p> <p><i>For more information, please contact zyakovleva@unwto.org</i></p>	HQ 9 th floor Paci room

	11:15 – 14:00	<p>FITUR GREEN 2015 (organized jointly by UNWTO/FITUR/ITH)</p> <p>The Shift Towards Sustainable Consumption and Production Patterns Open meeting of the Multi-stakeholder Advisory Committee (MAC) of the 10YFP STP</p> <p>This meeting constitutes a great opportunity to get together and discuss about the next steps of the 10 YFP STP in an open debate.</p> <p>(English/Spanish interpretation will be provided)</p> <p>For more information, please click here or contact stp10yfp@unwto.org</p>	North CC Level 1 Rooms N115–N116
	14:00 – 15:30	<p>Inaugural event: FITUR/UNWTO VIP Reception (with the collaboration of Etihad Airways) (by invitation only)</p> <p>For more information, please contact jthebaud@unwto.org</p>	South Entrance Level 1 Room Maquetas (Room S-100 A)
	16:00 – 16:30	<p>Inauguration FITUR GREEN 2015</p> <p>For more information please click here or contact ccivili@unwto.org</p>	Hall 10 Line B05
	16:00 – 17:30	<p>Children's rights and Corporate Social Responsibility in tourism (organized jointly by UNWTO and UNICEF in collaboration with IFEMA) (event conducted in Spanish only)</p> <p>With the support of UNWTO, UNICEF Spanish Committee will hold a workshop on Children Rights and corporate social responsibility in tourism at FITUR 2015. The best practices presented at this workshop will showcase the commitments developed by leading tourism companies to incorporate child protection and the fight against all forms of child exploitation in their social policies and strategies. The aim of the workshop is to inspire other entities of the tourism sector to take action in initiatives that can give children the best start in life.</p> <p>For more information regarding UNWTO's work on child protection please click here or contact ethics@unwto.org</p>	North CC Level 1 Rooms N107–N108
	18:00 – 20:00 20:00 – 22:00	<p>UNWTO Awards Ceremony (by invitation only)</p> <p>The UNWTO Awards is a set of annual international awards celebrating excellence and innovation in the tourism sector and acknowledging exceptional leaders as well as outstanding tourism initiatives. At the 11th UNWTO Awards Ceremony and Gala Dinner, which will be held in collaboration with FITUR/IFEMA, the UNWTO Lifetime Achievement and UNWTO Ulysses Prize Laureates will be presented and the winners of UNWTO Ulysses Awards for Innovation will be finally unveiled.</p> <p>Gala Dinner (by invitation only)</p> <p>For more information, please click here or contact innova@unwto.org</p>	North CC North Auditorium (Rooms N103 – N104)

29 January, Thursday

<p>10:00 – 13:30</p>	<p>VI Tourism Investment and Business Forum for Africa – INVESTOUR (organized jointly by UNWTO/FITUR/Casa África)</p> <p>Inauguration and Seminar</p> <p>Its main objective is to promote the development of sustainable tourism in Africa, while encouraging exchanges on investment and business opportunities in Africa. Each new edition of INVESTOUR has been an opportunity to introduce a certain number of innovations. Initially open to representatives of African national tourism administrations, the Spanish Government, African and Spanish private-sector actors, the Forum was expanded last year by welcoming the participation of Portuguese private-sector actors. For its 6th edition, INVESTOUR will be open to international institutions and companies.</p> <p><i>For more information, please click here or contact investour@unwto.org</i></p>	<p>North CC Level 1 Rooms N107 – N108</p>
<p>10:30 – 11:00</p>	<p>Presentation of UNWTO Prototype “Punta del Este 365”</p> <p>“Punta del Este 365” is an initiative that brings together the public and the private sector of Punta del Este in Uruguay to develop and implement new tourism products aimed at overcoming seasonality.</p> <p><i>For more information please click here or contact unwtoam@unwto.org</i></p>	<p>South CC Level -1 Room S12</p>
<p>11:00 – 12:00</p>	<p>FITUR GREEN 2015 (organized jointly by UNWTO/FITUR/ITH)</p> <p>Destination and Sustainable Accommodation: “The reconversion of the hotel sector”</p> <p><i>For more information please click here or contact ccivili@unwto.org</i></p>	<p>Hall 10 Line B05</p>
<p>11:30 – 14:00</p>	<p>Fitur Shopping</p> <p>1st UNWTO Conference on Shopping Tourism followed by a cocktail to the participants (organized jointly by UNWTO/FITUR Shopping)</p> <p>This Conference will serve as a platform for the participants to collaborate on the analysis of the shopping sector at large from the perspective of the public-private sector. We anticipate the discussion to be very enriching, fostering the exchange of innovative and creative experiences that will be a model for destinations internationally.</p> <p><i>For more information, please click here or contact unwtoam@unwto.org</i></p>	<p>Hall 8 The Dome</p>
<p>12:00 – 14:00</p>	<p>Technology at the service of Tourism for All (organized jointly by UNWTO/F.ONCE/PREDIF in collaboration with IFEMA and Vodafone España) (event conducted in English and Spanish; Spanish subtitles and Spanish sign language will be available)</p> <p>The use of new technologies at destinations is related to the concept of “smart tourist destinations”. Such destinations are innovative in terms of the products and services they offer and are responsible with regard to people and the environment, while incorporating technology and universal accessibility throughout the value chain of the tourism experience in order to be more sustainable and competitive. In this type of destinations, the Internet provides a comprehensive system for organizing information and for managing relationships among all</p>	<p>North CC Level 1 Rooms N115–N116</p>

		<p>stakeholders, and can moreover offer the market, intermediaries and tourists' value-added products and/or services from which the local population can also benefit.</p> <p>This conference will highlight some examples of good practices regarding the development and use of new technologies in the fields of travel, tourism and leisure. It will also address the major challenges for generalizing the use these technologies in the various links of the accessibility chain in tourism.</p> <p><i>For more information, please click here or contact ethics@unwto.org</i></p>	
	13:30 – 15:00	<p>Cocktail offered by INVESTOUR to the participants</p>	<p>Level 2 Room Neptuno</p>
	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>	<p>North CC Level 2 Room Colón</p>
	15:30 – 18:00	<p>39th Meeting of the Board of the Affiliate Members (only Board Members)</p> <p><i>For more information, please contact unwtoam@unwto.org</i></p>	<p>North CC Level 1 Rooms N113–N114</p>
	15:30 – 19:30	<p>VI Tourism Investment and Business Forum for Africa – INVESTOUR (organized jointly by UNWTO/FITUR/Casa África) B2B session</p> <p>The afternoon session constitutes a strategic platform that puts African tourism project leaders and potential international partners in direct contact with one another.</p> <p>Online registration: http://investour2015.monooti.net/</p> <p><i>For more information, please click here or contact investour@unwto.org</i></p>	<p>North CC Level 1 Rooms N105 – N106</p>
	16:00 – 17:30	<p>UNWTO & Casa Árabe Ministerial Round Table on Tourism Development in the MENA region (organized jointly by UNWTO/FITUR/Casa Árabe)</p> <p><i>For more information, please contact rpme@unwto.org</i></p>	<p>North CC Level 1 Rooms N107 – N108</p>
30 January, Friday			
	09:00 – 10:30	<p>5th Meeting of the ODA Working Group (only Working Group Members)</p> <p><i>For more information, please contact clisboa@unwto.org</i></p>	<p>HQ 4th floor Frangialli room</p>
	13:00 – 14:15	<p>Meeting of the Central American Tourism Ministers and Ambassadors followed by lunch at 14:15 (by invitation only)</p> <p><i>For more information, please contact cam@unwto.org</i></p>	<p>HQ 9th floor Lonati room</p>

	16:30 – 18:30	ST-EP Board Meeting followed by a cocktail (only Board Members) <i>For more information, please contact mleijzer@unwto.org</i>	HQ 9 th floor Lonati room
--	---------------	---	--

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 8C28

Updated on 27/01/15