



UNWTO ACTIVITIES PROGRAMME
Wednesday 4 - Sunday 8, March 2015



The ITB Official Partner Country is Mongolia

UNWTO STAND: 20/127

Date	Time	Activity	Venue
3 March, Tuesday			
	10:30 – 11:30	Media briefing with the International Press not attending ITB <i>For more information, please contact comm@unwto.org</i>	Hotel Grand Hyatt Marlene Dietrich Platz 2
4 March, Wednesday			
	11:00 – 13:00	5th Silk Road Ministers' Meeting Strengthening Cooperation through Transnational Route Development (by invitation only) The 2015 UNWTO Silk Road Ministers' Meeting at ITB Berlin will discuss important developments with regards transboundary routes across the Silk Road regions. Ministers and high level officials from the Silk Road will provide input on how tourism routes are creating opportunities for transboundary cooperation, collaborative destination marketing, product development, public-private partnerships, and safeguarding of natural and cultural heritage. <i>For more information, please click here or contact silkroad@unwto.org</i>	Hall 7.3 Berlin Room
	14:00 – 16:00	VIP Walk on the Silk Road stands <i>For more information, please contact silkroad@unwto.org</i>	Silk Road stands
5 March, Thursday			
	09:00 – 12:00	1st UNWTO & IH&RA Hospitality Leaders' Forum (by invitation only)	Villa Kastania Hotel Room Fresko
	10:00 – 12:00	Working Group meeting on preparation of Ethical guidelines for developing and promoting responsible Tourism in conflict-related historical sites (only Working Group Members) <i>For more information, please contact rpme@unwto.org</i>	Room R10 CityCube Berlin

11:00 – 13:00	<p>4th Tour Operators' Forum on the Silk Road: Unlocking the Silk Road's Adventure Travel Potential [organized in collaboration with Adventure Travel Trade Association (ATTA)]</p> <p>Adventure tourism is one of the fastest growing sectors of the travel industry, attracting high value customers, supporting local economies, and encouraging sustainable practices. This forum will provide an opportunity for adventure travel experts and Silk Road tour operators to discuss opportunities for joint product development and cooperative marketing activities. It will look at how stakeholders can work together to raise the profile of the Silk Road as a world class adventure travel destination.</p> <p>For more information, please click here or contact silkroad@unwto.org</p>	Palais West
14:00 – 16:00	<p>Executive Committee of the World Tourism Network on Child Protection (for Committee Members only)</p> <p>For more information, please contact ethics@unwto.org</p>	Villa Kastania Hotel Room Fresko
16:00 – 17:30	<p>ITB Convention Programme ITB Ministers' Roundtable: Opportunities and Risks of Sport Mega-Events (in cooperation with UNWTO)</p>	Hall 7.1a Auditorium New York 1

6 March, Friday

10:00 – 12:00	<p>Community Empowerment through Creative Industries and Tourism Special focus on Women, Youth, Indigenous Communities and People with Disabilities</p> <p>This panel is aimed at building awareness on the benefits of mainstreaming socio-economic inclusion and empowerment of the local communities, especially vulnerable groups, in/through tourism and creative industries. Furthermore, it will discuss the lessons learned from good practices which have proven successful in improving the livelihoods of the communities by creating concrete enterprise opportunities and an inclusive tourism value chain linked to creative industries and the hospitality sector.</p> <p>For more information, please click here or contact ethics@unwto.org</p>	Room A5 CityCube Berlin
14:00 – 16:00	<p>30th Meeting of The World Tourism Network on Child Protection (formerly the Task Force for the Protection of Children in Tourism)</p> <p>The UNWTO World Tourism Network on Child Protection aims to prevent all forms of child and youth exploitation in the tourism sector, including sexual exploitation, child labour and child trafficking. The Network's 30th meeting will be led by the new chair, Former Executive Director of UNICEF Carol Bellamy.</p> <p>Drawing together governments, the tourism industry, international organisations, non-governmental organisations (NGOs) and media associations, the Network's meetings serve as a platform for tourism stakeholders to exchange experiences and best practices on the protection of children in tourism.</p> <p>For more information, please click here or contact ethics@unwto.org</p>	Room A5 CityCube Berlin

Please feel free to visit our UNWTO stand at 20/127