

8th UNWTO International Meeting on Silk Road Tourism

Thessaloniki, Greece, 10-12 October 2018

Jointly organized by the World Tourism Organization (UNWTO), the Ministry of Tourism of Greece, the Region of Central Macedonia of Greece

Simultaneous interpretation in English, Greek and Russian will be provided

Preliminary Programme*

Tuesday, 9 October

Arrival of participants

21:00

Welcome reception offered by the hosts

Wednesday, 10 October

09:00 - 10:00

Opening Ceremony

- H.E. Ms. Elena Kountoura, Minister of Tourism, Ministry of Tourism, Greece
- Mr. Zurab Pololikashvili, Secretary General, World Tourism Organization (UNWTO)
- Mr. Apostolos Tzitzikostas, Governor, Region of Central Macedonia, Greece

Official Photo and themed coffee break with Greek delicacies

10:00 – 10:15

Keynote Presentation by the Region of Central Macedonia

10:30 – 12:00

Silk Road Ministerial Roundtable: “Can the Silk Road live up to the expectations created? Tourism development and the role of the historic routes within a globalized framework.”

Tourism Ministers and Heads of National Tourism Administrations from the Silk Road Member States, representatives of International Organizations and leading representatives from the private sector will share a roundtable focused on assessing the geopolitical potential of

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the Silk Road, with a special emphasis placed on its role as a transnational tourism route.

12:00 – 12:15	Wrap-up and Q&A
12:30 – 13:00	Presentations by event partner <ul style="list-style-type: none">• Aristotle University of Thessaloniki
13:00 – 15:00	Lunch
15:00 – 16:30	Panel Session 1: Tourism Growth through Transnational Cooperation: best-practice examples from the Silk Road and beyond
16:30 – 17:00	Coffee Break
17:00 – 18:30	Panel Session 2: Resilience and the Silk Road: tourism research, data collection and the future of travel
19:00 – 22:30	Concert at the Rotonda World Heritage Site followed by a Thematic Dinner
22:30	Return to the hotel or Nightlife Programme

Thursday, 11 October

08:30 – 10:00	B2B Networking Breakfast <p>Networking session aimed at Silk Road Member States and private sector stakeholders</p>
10:00 – 13:30	Joint UNWTO and PATA Session: Connecting Asia and Europe through the Silk Road: Frictionless frontiers – capturing the imagination of connected consumers
13:40 – 14:00	Closing Ceremony
14:00 – 15:30	Lunch
16:00 – 18:30	City Visit of Thessaloniki (optional)
21:00 – 23:00	Thematic Dinner
23:00	Return to the hotel or Nightlife Programme

Friday, 12 October

09:00 – 15:00 Technical Tour

15:30 Return to hotel and departure of participants

Event Partners:



Supported by:

