4th UNWTO Silk Road Ministers’ Meeting
ITB Berlin
Wednesday 5 March 2014

Simultaneous interpretation will be provided in English and Russian

Venue: ‘Berlin Room’, Hall 7.3, ITB Berlin

10:15-10:45 Registration Open

11:00-11:20 Opening Remarks
Moderated by: Mr. Zoltán Somogyi, Executive Director for Programme and Coordination
- Welcome remarks by Mr. David Ruetz, Head of ITB Berlin
- Opening remarks by Dr. Taleb Rifai, Secretary-General, UNWTO

11:20-11:45 Session 1: Setting the Scene
- Taking a Collaborative Approach to Sustainable and Competitive Tourism on the Silk Road
  by Ms. Alla Peressolova, UNWTO Silk Road Programme Manager
- Presentation of UNWTO’s new study on ‘Visa facilitation in the Silk Road Countries’
  by Dr. Dirk Glaesser, Acting Director, Sustainable Development of Tourism, UNWTO

11:45-12:45 Session 2: Visa Facilitation and the Silk Road
Ministerial Roundtable moderated by: Mr. John Bell, UK Travel Reporter and Broadcasting Expert

Focus:
- What are the major national visa policies and measures that have been implemented by Silk Road Member States over the last year? What impact has this had?
- How can Silk Road Member States work successfully together to drive the travel facilitation agenda going forward?
- What are the planned steps at the national, regional and international level?

12:50-13:00 Concluding Remarks