



6th UNWTO Silk Road Ministers' Meeting
Achieving Sustainable Growth through Public-Private Partnerships
Wednesday 9 March 2016, 11.00-13.00
'Berlin Room', Hall 7.3, ITB Berlin

Simultaneous interpretation will be provided in English and Russian
Meeting organized by UNWTO, supported by ITB Berlin

Public-private partnerships (PPPs) are integral for tourism, particularly when resources are limited and competition is strong. The importance of PPPs has been officially recognized in the Sustainable Development Goals, launched in 2015. Goal 17 outlines that the 'experience and resourcing strategies of partnerships' should be built upon to encourage and promote global partnerships for sustainable development. The *6th UNWTO Silk Road Ministers' Meeting* will bring Ministers and high ranking officials together to share experiences and viewpoints on how PPPs can be most effectively implemented to achieve the objectives of the UNWTO Silk Road Action Plan 2016/2017.

Meeting moderated by: Mr. Roger Grant, Director, Australia's Great Southern Touring Route

10:15-10:45	Registration Open
11:00-11:15	Official Opening <i>Opening Remarks by Mr. Zoltan Somogyi, UNWTO Executive Director for Programme and Coordination</i> <i>Welcome remarks by Mr. Martin Buck, Vice President of Competence Center Travel and Logistics, Messe Berlin GmbH, Head of ITB Berlin</i> <i>Launch of UNWTO Silk Road Action Plan 2016/2017 by Mr. Zhu Shanzhong, UNWTO Executive Director for Technical Cooperation and Services</i>
11.15-11.25	UNWTO Presentation <i>The role of PPPs in the Silk Road Action Plan 2016/2017</i> by Ms. Alla Peressolova, Head of UNWTO Silk Road Programme
11.25-12.00	Keynote Interventions <i>Raising Mongolia's global profile as ITB Partner Country 2015</i> by Mr. Namdag Battserreg, Minister of Environment, Green Development and Tourism, Mongolia <i>World Expo Astana 2017: Opportunities for partnership development</i> by Ms. Assel Mamazhanova, Acting Director, Tourism Industry Department, Ministry of Investments and Development, Kazakhstan <i>The importance of public-private partnerships in crisis management and tourism recovery</i> by Mr. Hisham Zaazou, Minister of Tourism, Egypt

New Models for PPPs in emerging markets – shared vision and shared resources
by Ms. Pansy Ho, Vice Chairman and Secretary-General, Global Tourism Economy Forum

12.00-12.50 Ministerial Roundtable

Ministers will be invited to share their experiences and strategies for developing successful PPPs on the Silk Road at the national and regional levels.

Issues to be addressed include:

- *Which areas prove to be the most beneficial for PPPs? e.g. marketing and promotion, infrastructure, heritage management, aviation, major events, risk management, etc.*
- *How can governments establish supportive frameworks for PPPs?*
- *What are the major risks involved in developing PPPs?*
- *What are the steps that need to be taken to adopt a global agenda for PPPs on the Silk Road?*

12:50-13.00 Concluding Remarks

by Mr. Taleb Rifai, UNWTO Secretary-General

This meeting is by invitation only. To register online, [click here](#)