



**8<sup>th</sup> UNWTO Silk Road Ministers' Meeting – Programme**  
**2025 Silk Road Tourism Agenda**  
**Wednesday 7 March 2018, 14.00-16.00**  
**'Berlin Room', Hall 7.3, ITB Berlin**

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

At the Silk Road Programme's most senior annual meeting, Ministers and Heads of National Tourism Administrations will focus on the "2025 Silk Road Tourism Agenda"; that is, Member States' long-term tourism vision for the historic Silk Road routes. Attendance is by invitation only.

13:15-13:45 **Registration Open**

14:00-14:20 **Official Opening**

*Opening Remarks* by Mr. Zurab Pololikashvili, UNWTO Secretary-General

*Welcome Remarks* by Mr. David Ruetz, Head of ITB Berlin

14:20-14:35 **Silk Road Tourism Development Update**

*New Opportunities for Sustainable Tourism Development along the Silk Road* by Ms. Alla Peressolova, Head of UNWTO Silk Road Programme

14:35-15:00 **Keynote Interventions**

*Presenting the Research on the Tourism Impact of the 21st Century Maritime Silk Road* by Ms. He Rongxian, President, Sunny International

*Connecting the Silk Road through land and sea: Tourism Impact of the 21<sup>st</sup> Century Maritime Silk Road* by Mr. Robert Travers, UNWTO Consultant

*Greece to host of the 8th UNWTO International Meeting on Silk Road Tourism in Thessaloniki* by H.E. Ms. Elena Kountoura, Minister of Tourism of Greece

15:00-15:55 **Ministerial Roundtable moderated by Ms. Daniela Wagner, Director of International Partnerships, Travel Weekly Group**

Based on the overarching question of what the Silk Road should look like by 2025, Ministers / Heads of NTA will share their long-term Silk Road vision. Of practical nature, the vision presented must be viable and work towards establishing the Silk Road as the most important travel route of the 21<sup>st</sup> century.

15:55-16:00 **Closing Remarks**

by Mr. Zhu Shanzhong, UNWTO Executive Director