



8th 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.

13:15-13:55 **Registration Open**

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

Opening Remarks by Mr. Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO)

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

14:20-14:30 **Silk Road Tourism Development Update**

New Opportunities for Sustainable Tourism Development along the Silk Road, presentation by the UNWTO Silk Road Programme

14:30-14:55 **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 21st Century Maritime Silk Road by Mr. Robert Travers, UNWTO Consultant

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

14:55-15:55 **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 21st century.

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

by Mr. Zhu Shanzhong, Executive Director, World Tourism Organization (UNWTO)