



# PROGRAMME OF UNWTO ACTIVITIES

## Wednesday 7 - Sunday 11, March 2018



The ITB Official Partner Region is  
Mecklenburg-Vorpommern

Date	Time	Activity	Venue
<b>6 March, Tuesday</b>			
	18:00	<b>Opening Ceremony</b> (by invitation only)	Hall B CityCube Berlin
<b>7 March, Wednesday</b>			
	10:00 – 12:00	<b>Official ITB Berlin opening tour</b>	Hall 6.2
	14:00 – 16:00	<p><b>8<sup>th</sup> Silk Road Ministers' Meeting</b>  <b>The 2025 Silk Road Tourism Agenda</b>            (by invitation only)</p> <p>Kindly supported by Messe Berlin, the Silk Road Programme's most senior annual meeting will focus on the "2025 Silk Road Tourism Agenda"; that is Member States' long-term tourism vision for the historic Silk Road routes. To be attended by the newly-appointed Secretary-General, Mr. Zurab Pololikashvili, Ministers and Heads of the National Tourism Administrations are invited to share their main ideas and strategies as to how fully realize the goals of establishing the Silk Road as the most important transnational tourism route of the 21st century. Also, the main findings of the <i>Tourism Impact of the 21st century Maritime Silk Road</i> publication will be presented during the meeting. Attendance is by invitation only.</p> <p><i>Additional information is available <a href="#">here</a>. For more information, please contact <a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></i></p>	Hall 7.3 Berlin Room
<b>8 March, Thursday</b>			
	14:00 – 16:00	<p><b>7<sup>th</sup> Silk Road Tour Operators Forum</b></p> <p>UNWTO will be running a 2 hour workshop designed to empower Silk Road tour operators to better understand, engage and work with the international travel trade. International tourism experts with Silk Road knowledge will present on the multiple areas influencing tourism development along the historic routes. The opportunities and challenges of developing land routes across Central Asia, Maritime Silk Road product development, and a novel speed-networking session allowing participating tour operators to showcase their latest products to an international audience will form the basis of this year's exciting event. The forum will also include a special competition: the speed-networking presentation that receives the highest audience voting will benefit from great promotional package designed by the UNWTO Silk Road Programme.</p> <p><i>To register and to access more information, please click <a href="#">here</a> or contact <a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></i></p>	Palais West

	15:00 – 17:00	<b>Meeting of African Ministers of Tourism</b> (by invitation only) <i>For more information, please contact <a href="mailto:caf@unwto.org">caf@unwto.org</a></i>	Room VIP2 Großer Stern
<b>9 March, Friday</b>			

Updated on 05/02/18