



5th International Meeting on the Silk Road PROVISIONAL PROGRAMME



FRIDAY 8 OCTOBER 2010

SAMARKAND – UZBEKISTAN

Please note change of venue and new timing for official opening!
NEW VENUE: Ulugbek Madrasa in Registan Square, Samarkand

This Meeting will have simultaneous translation English – Russian.

10.30	REGISTRATION <ul style="list-style-type: none"> At all official hotels in Samarkand
11.15	SHUTTLE TRANSFER TO RAGISTAN SQUARE <ul style="list-style-type: none"> From all official hotels
11.30	OFFICIAL OPENING <ul style="list-style-type: none"> Elyor Ganiev, Deputy Prime Minister of the Republic of Uzbekistan Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO) Zokhir Mirzaer, Mayor of the City of Samarkand
12.00	WELCOME LUNCHEON
13.30	SESSION 1 - BUILDING A STRONGER SILK ROAD BRAND <i>Moderator:</i> John Bell, International Journalist and Broadcasting Expert <i>Maximising brand value for public and private sectors</i> Roger Carter, Managing Director, TEAM Tourism Consulting <i>Selling the Silk Road without big marketing budgets</i> Nick Easen, Senior Reporter, World Business on CNBC
15.30	COFFEE AND NETWORKING BREAK
16.00	SESSION 2 – MAXIMISING REGIONAL COOPERATION AND NETWORKS <i>Moderator:</i> Valere Tjolle, Sustainable Tourism Editor, VISION Travelmole <i>The Changing role of Communications in the 21st Century & the Growing Importance of Regional Cooperation</i> Helene Lloyd, Director, Tourism Marketing & Intelligence (TMI) Consultancy <i>Building partnerships for interregional development</i> Sergey Posledov, Chairman, Supervisory Board, <i>Silk Road Network</i> Non-commercial partnership <i>Reviving the Clavijo Route- New opportunities for connecting with the European market</i> Ramon Blecua, Diplomat and consultant for Niemeyer Cultural Centre - Spain <i>Defining key objectives for the Silk Road Tourism Action Plan 2010-2011</i> Alla Peressolova, Silk Road Programme Coordinator, UNWTO Open panel debate with NTA representatives addressing key issues: <ul style="list-style-type: none"> Changing methods of cooperation New public-private partnerships Easing Travel Facilitation
18.00	CLOSE
19.00	GALA DINNER HOSTED BY MAYOR OF SAMARKAND, Registan Square

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8.15	SHUTTLE TRANSFER TO MEETING <ul style="list-style-type: none"> From all official hotels
8.30	SESSION 3 – DRIVING DEVELOPMENT ALONG THE SILK ROAD <i>Moderator:</i> Anita Nirody, United Nations Resident Coordinator <i>Development along the Silk Road and the Role of the United Nations</i> Anita Nirody, United Nations Resident Coordinator <i>Engaging Local Communities in Sustainable Tourism Development</i> Gavin Bell, Community based economic development practitioner <i>Stimulating Investment and Regional Infrastructure Development</i> Karlygash Kaken, Chair person, Committee for Tourism Industry, Ministry of Tourism and Sports Kazakhstan <i>Overcoming obstacles and barriers to facilitate tourism growth</i> Farkhad Rasulev, Uzbek Tour Operator
10.30	COFFEE AND NETWORKING BREAK
11.00	SESSION 4 – STRATEGIC PRODUCT DEVELOPMENT AND DESTINATION MANAGEMENT <i>Moderator:</i> Roger Carter, Managing Director, TEAM Tourism Consulting <i>Implementing Effective Cultural Heritage Management</i> United Nations Educational, Scientific and Cultural Organization (UNESCO) Uzbekistan <i>Strategic Approaches for Developing Sustainable and Competitive Products</i> Eike Otto, Tourism Consultant and Trainer, Sustainable-tourism.com <i>Making the ‘Greatest route of all time’ even greater</i> Paul Wilson, Author, Trailblazer Silk Road Guidebook
12.30	CLOSING REMARKS & CONCLUSIONS <ul style="list-style-type: none"> Rustam Mirzaev, Chairman, Uzbektourism Zoltan Somogyi, Executive Director, UNWTO
13.00	CHECK OUT AND LUNCH IN HOTEL
14.00	ORGANISED TOUR OF SAMARKAND
16.45	SHUTTLE TRANSFERS TO AIRPORT/TRAIN STATION
17.00	RAIL TRANSFER – SAMARKAND TO TASHKENT <ul style="list-style-type: none"> Duration: 3.5 hours
18.05	CHARTER FLIGHT – SAMARKAND TO TASHKENT <ul style="list-style-type: none"> Duration: 45 minutes

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