



REPUBLIC OF BULGARIA

Ministry of Tourism

## International Congress on World Civilizations and Historic Routes

National Palace of Culture  
Sofia, Bulgaria, 14-16 November 2018

### Preliminary Programme

#### Wednesday, 14 November

- 08:30 - 12:00 Registration – in hotels
- 14:00 - 19:00 Registration – in hotels
- 19:00 - 22:00 Opening dinner (Upon invitation only)

#### Thursday, 15 November

- 08:00 - 09:00 Registration (Welcome Coffee)
- 09:00 - 09:15 Group photo for the heads of delegation
- 09:15 - 10:30 Opening Ceremony
- Mr. Zurab Pololikashvili, Secretary-General, UNWTO
  - European Commissioner
  - H.E. Mrs. Nikolina Angelkova, Minister of Tourism, Bulgaria
  - Mayor of Sofia, Bulgaria
- 09:15 - 11:30 High Level Meeting: Transnational cooperation along Cultural Routes: Old routes, new perspectives  
*Leveraging landmark initiatives and new economic perspectives, such as the European Year of Cultural heritage, the EU-China Tourism Year, the One Belt One Road Initiative etc.*
- 12:00 - 12:30 Press Gathering for the High Level Meeting (Hall 6)
- 13:00 - 15:00 Lunch
- 15:00 - 17:00 Session 1: Sustainable Tourism in Cultural Heritage Destinations along Historic Routes
- 20:00 - 22:00 Gala Dinner

### **Friday, 16 November**

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- 08:45 – 09:30 Welcome coffee
- 09:30 – 11:30 Session 2: UNWTO's Western Silk Road: from awareness-raising to product development and stakeholder engagement
- 11:30 – 12:00 Coffee break
- 12:00 – 14:00 Session 3: Creating signature cultural tourism experiences along historic routes and World Civilizations
- 14:00 – 14:30 Closing Session and Conclusions
- 14:30 – 16:00 Lunch
- 16:00 – 18:00 Complimentary half-day technical tour of the city centre of Sofia

### **Saturday, 17 November**

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**All-day tour (TBC)**