



travelperspective



4 - 7 Nov 2013 • London
The Leading Global Event for the Travel Industry

The Social Silk Road

Silk Road Social Media event held in collaboration with Travel Perspective and supported by WTM

Wednesday 6 November, 14:30-16:00, Platinu Suite 6, Level 2

Aimed at Silk Road destinations and stakeholders, this interactive session, held in collaboration with Travel Perspective and supported by World Travel Market, will assess the potential of social media to raise awareness and drive tourism development along the historic routes by focusing on the strategies and best-practice examples currently being implemented by the industry. What follows below is a brief introduction to some of our invited guest speakers.

Speakers



Mr Zoltán Somogyi

**Executive Director for Member Relations and Services
United Nations World Tourism Organization (UNWTO)**

Mr. Somogyi has served as former Ambassador of Hungary to Montenegro and has extensive experience in the public sector, holding positions as State Secretary for Tourism of Hungary, Chairman of the Hungarian National Tourism Agency and Under-Secretary of the State in the Ministry of Economy, Hungary.



Ms. Alla Peressolova

**Manager, Fairs and Silk Road Programme
United Nations World Tourism Organization (UNWTO)**

Ms. Peressolova is the Head of the UNWTO Silk Road Programme, a collaborative platform composed of 31 Member States. She is also responsible for UNWTO's relations with the major international tourism fairs and has managed several communications and awareness campaigns for UNWTO, including Protect Children from exploitation in tourism and six International and Regional Tourism Communications Conferences (TourCom)



Mr. Giorgi Sigua

Head

Georgian National Tourism Administration

Mr. Sigua is a graduate of the Tbilisi State University, Faculty of Microeconomics and Management. Mr. Sigua has worked as a media correspondent for the "Morning newspaper" and for the "The first Georgian Television Channel", and has held former posts as Assistant to the Chairman of Tbilisi Council, Representative of the Chamber of Commerce of Georgia in Ukraine and as the United States representative of the political coalition "Georgian Dream". Mr. Giorgi Sigua has been heading the Georgian National Tourism Administration in Tbilisi, Georgia since 2013.



Mr. Akhtaruz Zaman Khan Kabir

Chief Executive Officer

Bangladesh Tourism Board

Mr. Kabir has extensive experience in the fields of trade and commerce, as well as in the service sector. Currently he is Guest Lecturer at the University of Dhaka, Department of Tourism & Hospitality Management.



Mr. David Chapman

Director General

**World Youth, Student and Education Travel
Confederation (WYSE)**

Mr. Chapman has been working for the last seven years in the student accommodation business and counts upon 30 years' experience in the hotel and tourism industry.