



VALUE RETAIL®

SHOPPING TOURISM NETWORK

WORKING LUNCH

Monday, 14 September 2015 13:00-14:30 hrs.

21st Session of the UNWTO General Assembly

Following the interest generated by the publication of the Affiliate Members [Global Report on Shopping Tourism](#) and the celebration of the [1st UNWTO Conference on Shopping Tourism](#) during the last edition of FITUR, several Affiliate Members have requested the creation of a specific network on the topic. Its aim is to group Members that focus entirely or partially on this subject area and develop a specific action plan in order to promote this segment.

The Shopping Tourism Network will act as a forum within the Affiliate Members Programme in which participants will be able to interact, share and access relevant information. In addition, they will benefit from a platform to generate, disseminate and apply specific knowledge tapping in on the huge potential of Shopping Tourism to boost and position tourist destinations.

The objective of the Working Lunch is to introduce the initiative to Affiliate and Full Members and defining the content of the Shopping Tourism action plan for 2016. This will be submitted to the new Board of the Affiliate Members at its first meeting in November on the occasion of WTM.

PRELIMINARY PROGRAM/AGENDA

13:00-14:30 **Lunch**

13:00-13:10 **Introductory remarks**

13:10-13:15 **Welcoming remarks**

- Miguel Mirones, Chairman of the Board of Affiliate Members

13:15-13:35 **Presentation by the sponsors of the Working Lunch: The impact of Shopping Tourism on National Economies**

- Innova Taxfree
- Value Retail

13:35-13:40 **Presentation of the preliminary Shopping Tourism Network Action Plan**

- Yolanda Perdomo, Director of Affiliate Members Programme, UNWTO

13:40-14:20 **Open discussion**

14:20-14:30 **Conclusions and closing**