



Ministry of Culture and Tourism
of the Republic of Azerbaijan



FLAVOURS OF THE SILK ROAD
International Conference on Food, Culture and Tourism
BAKU, Azerbaijan, 6-7 September 2012

WEDNESDAY, 5 SEPTEMBER 2012	
Arrival day Welcome dinner	
DAY 1 THURSDAY, 6 SEPTEMBER 2012	
08.30 – 09.30	REGISTRATION
09.30	OFFICIAL OPENING
Abulfaz Garayev , <i>Minister of Culture and Tourism of Azerbaijan</i> Taleb Rifai , <i>Secretary- General of the United Nations World Tourism Organization (UNWTO)</i> Seyyed Hassan Mousavi , <i>Vice President of the Islamic Republic of Iran</i>	
10:00-11:15	SESSION 1 - FOOD AND TOURISM: GLOBAL TRENDS AND OPPORTUNITIES
Moderated by Nick Easen , <i>Reporter, Producer and Business Travel Correspondent, BBC.com/travel</i>	
Presentations Iñaki Gaztelumendi , <i>Food Tourism Consultant for UNWTO</i> Dmitry Ilin , <i>Affiliate Members Programme, UNWTO</i> Gavin Bell , <i>Consultant, Food Nature Culture</i> Vittorio Castellani Chef Kumalé , <i>Chef, Food consultant and Journalist, Italy</i>	
	This session will focus on: <ul style="list-style-type: none">Findings of the UNWTO Global report on Food tourismThe growing importance of food experiences in tourism worldwideWhat consumers are hungry for and what leading hotels, restaurants and airlines are serving upGlobal influences on food trends including seasonality, price sensitivity, health and nutritionInnovative best practices in authenticity, quality and sustainability
11.15 – 11.45	Coffee break with Silk Road cinema screening and gourmet delicatessen tasting

11.45 – 13.30	SESSION 2 - BUILDING THE SILK ROAD AS A LEADING NETWORK OF CULINARY DESTINATIONS
<p>Moderated by Valere Tjolle, <i>Publisher & Editor, Travelmole's Vision on Sustainable Tourism & Principal, TotemTourism.com</i></p> <p>Presentations</p> <p>Peter DeBrine, <i>Programme Specialist Sustainable Tourism, United Nations Educational Scientific and Cultural Organization (UNESCO)</i></p> <p>Kim Sang Ug, <i>Director - Tourism Policy Division, Ministry of Culture, Sports and Tourism of Korea</i></p> <p>Felix Larrosa, <i>Vice President, Tasting Spain, Spain</i></p> <p>Musa Dagdeviren, <i>Manager and Chef, Ciya Kebap restaurants, Turkey</i></p> <p>Ramón Roteta, <i>Michelin-starred chef and Member of the Board of Directors, EUROTOQUES</i></p>	
	<p>This session will focus on:</p> <ul style="list-style-type: none"> ▪ Celebrating and promoting the heritage of the ancient Silk Road through its diverse and unique cuisine ▪ What it takes to be a leading gastronomic destination ▪ The significant export potential of food, agriculture, viniculture along the Silk Road, with a particular focus on small medium enterprises ▪ How food tourism can stimulate investment, infrastructure development and trans boundary cooperation
13.30 –15.30	Lunch including special cooking demonstration by celebrity chefs of the Silk Road
15.30 - 17.00	SESSION 3 - FOOD FOR DEVELOPMENT
<p>Moderated by Demian Hodari, <i>Professor of Strategic Management, Ecole Hôtelière de Lausanne</i></p> <p>Key presentation</p> <p>Tomasz Lonc, <i>Senior Policy Officer, Food and Agriculture Organization of the United Nations (FAO) Subregional Office for Central Asia</i></p> <p>Discussion panel</p> <p>Peter DeBrine, <i>Programme Specialist Sustainable Tourism, United Nations Educational Scientific and Cultural Organization (UNESCO)</i></p> <p>Kristina Ionitskaya, <i>Deputy Director, Catalonia Tourist Board Eastern Europe Delegations</i></p> <p>Gavin Bell, <i>Consultant, Food Nature Culture</i></p> <p>Takhir Idris Oglu Ami-Raslanov, <i>President, Azerbaijan National Culinary Association</i></p>	
	<p>This session will focus on:</p> <ul style="list-style-type: none"> ▪ Challenges relating to agriculture, sustainability and food security in the region ▪ The case for CSR: how businesses can contribute to positive causes while improving the bottom line ▪ Enhancing destinations through incentivising CSR in hospitality management ▪ The role of traditional food and small producers as a catalyst for integrated local sustainable development ▪ Responsible supply chain management
17.00 – 17.45	WRAP-UP DISCUSSION
<p>Moderated by Nick Easen, <i>Reporter, Producer and Business Travel Correspondent</i></p> <p>Nataliya Dimitrova, <i>Chief Executive of the Ministry of Economy, Energy and Tourism of Bulgaria</i></p>	

Rosalind Newlands , <i>President of the World Federation of Tourist Guide Associations</i> Maia Sidamonidze , <i>Head of the Georgian National Tourism Administration</i> Rahela Baloch , <i>Minister of State, Ministry of Science and Technology Pakistan</i> Raimonda Balniene , <i>Director General of the Lithuanian State Department of Tourism</i>	
19.30	Evening event Gala event celebrating the food and cultural diversity of the Silk Road
DAY 2 FRIDAY, 7 SEPTEMBER 2012	
<i>DAY 2 focuses on practical approaches to actively promoting the Silk Road using the unique experiences that its food and culture brings. It will involve presentations of international/regional examples to provide an inspirational start. Each workshop will formulate guidelines and conclusions to be presented at the closure.</i>	
09.30 – 09.45	OPENING PRESENTATION
Special guest: Isabelle Legeron , <i>Master of Wine, Wine advisor and TV presenter/producer</i>	
09.45 – 11.15	WORKSHOP 1 - SILK ROAD IN THE GLOBAL TRAVEL MEDIA
Nick Easen , <i>Reporter, Producer and Business Travel Correspondent, BBC.com/travel</i> John Bell , <i>Travel Reporter and Broadcasting Expert, The Independent, Mail on Sunday & The Age</i>	
	This workshop will focus on: <ul style="list-style-type: none"> ▪ What makes good travel stories for Silk Road destinations? ▪ How can destinations market authenticity to the travel media? ▪ What is cutting edge travel media looking to cover? ▪ What are the opportunities and the challenges with the current international media coverage? With an emphasis on popular travel and tourism pegs: <ul style="list-style-type: none"> ▪ Regional and local food ▪ Celebrity chefs and restaurants ▪ Unique experiences ▪ Culture, art and music ▪ Activities
11.15 – 11.30	Coffee break
11.30 – 13.00	WORKSHOP 2 – DIGITAL AGE: SOCIAL MEDIA AND TRAVEL
	Mark Frary , <i>Travel writer and social media consultant</i> Steve Whale , <i>Author of ‘You’re not from around here, are you?’ blog</i>

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	<p>This workshop will focus on: <i>Blogs, Twitter, Facebook and other forms of social media, how new media can help people discover the Silk Road</i></p> <ul style="list-style-type: none">▪ The importance of social networks▪ The relevance of new media to the Silk Road▪ How it can be utilised by Silk Road partners▪ How to put together a WordPress blog from scratch▪ Opportunities for travel and tourism on the Silk Road▪ What is the next big thing in social media▪ How to work with food and travel bloggers and get people who love the Silk Road to work on your behalf
13.00 – 13.30	CONCLUSIONS AND CLOSURE
13.30 – 15.00	Lunch
Afternoon	Technical trip/ excursion
Sat/Sunday	Departure or optional post-conference tours