



# UNWTO ACTIVITIES PROGRAMME

## Wednesday 5 - Sunday 9, March 2014



The ITB Official Partner Country is Mexico  
The ITB Convention and Culture partner country is Malaysia

Date	Time	Activity	Venue
<b>5 March, Wednesday</b>			
	10:00 – 12:00	<p><b>Silk Road Hour: Two Globe Trekker episodes filmed along the Silk Road – the joint collaboration of 7 Silk Road countries, UNWTO and Pilot Productions</b></p> <p>As in previous years, the Silk Road will be present at the ITB Cinema. For the delight of travel show fans, two Globe Trekker episodes filmed along the Silk Road as part of the programme's 20th Anniversary will be broadcasted. The result of a joint collaboration between UNWTO and Pilot Productions, these two episodes will take viewers on a journey along the Silk Road from Xi'an to Istanbul passing through Central Asia.</p> <p><i>For more information, please click <a href="#">here</a> or contact <a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></i></p>	ITB Cinema Hall 14.2
	11:00 – 13:00	<p><b>4<sup>th</sup> Silk Road Ministers' Meeting on Visa Facilitation (by invitation only)</b></p> <p>The 4<sup>th</sup> UNWTO Silk Road Ministers' Meeting will bring Ministers of Tourism and high officials together to discuss how Silk Road countries can advance the visa facilitation agenda in 2014/2015 and beyond. At the meeting, UNWTO will release the results of its latest visa facilitation report on Silk Road countries and ministers will exchange experiences and strategies for facilitating visas across the regions.</p> <p><i>For more information, please click <a href="#">here</a> or contact <a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></i></p>	Hall 7.3 Berlin Room
	13:15 – 13:45	<p><b>Silk Road Heritage Corridors Tourism Strategy Meeting (for Central Asian ministers and China only)</b></p> <p><i>For more information, please contact <a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></i></p>	Hall 7.3 Berlin Room
	14:10 – 15:00	<p><b>ITB Destination Day: Launch of UNWTO/UNODC/UNESCO anti-trafficking campaign "Your Actions Count – Be a Responsible Traveller!"</b></p> <p>The World Tourism Organization (UNWTO), the United Nations Office on Drugs and Crime (UNODC) and the United Nations Scientific and Cultural Organization (UNESCO) have joined forces with the tourism industry to promote a campaign inviting tourists to become responsible travellers and help fight trafficking.</p> <p>The event will count on the presence of Mr. Pascal Lamy, Chair of the World Committee on Tourism Ethics.</p> <p><i>For more information, please click <a href="#">here</a> or contact <a href="mailto:comm@unwto.org">comm@unwto.org</a></i></p>	Hall 7.1a Auditorium New York 1 (Convention programme)

**6 March, Thursday**

10:00 – 11:00	<p><b>Silk Road Hour: Two Globe Trekker episodes filmed along the Silk Road – the joint collaboration of 7 Silk Road countries, UNWTO and Pilot Productions</b></p> <p>As in previous years, the Silk Road will be present at the ITB Cinema. For the delight of travel show fans, two Globe Trekker episodes filmed along the Silk Road as part of the programme's 20th Anniversary will be broadcasted. The result of a joint collaboration between UNWTO and Pilot Productions, these two episodes will take viewers on a journey along the Silk Road from Xi'an to Istanbul passing through Central Asia.</p> <p><i>For more information, please click <a href="#">here</a> or contact <a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></i></p>	ITB Cinema Hall 14.2
11:00 – 12:00	<p><b>UNWTO Press Conference</b></p> <p><i>For more information, please contact <a href="mailto:comm@unwto.org">comm@unwto.org</a></i></p>	ICC, Hall 4/5
11:00 – 13:00	<p><b>3<sup>rd</sup> Tour Operators' Forum on the Silk Road</b></p> <p>This year the World Tourism Organization (UNWTO) will be organizing a Tour Operators Forum dedicated to the flourishing Asian section of the Silk Road. Aimed at tour operators operating throughout the historic routes, this forum will assess the performance and profile of some of the destinations driving the region's growth, and provide a business platform for tourism stakeholders to network and build new partnerships.</p> <p><i>For more information and to register, please click <a href="#">here</a> or contact <a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></i></p>	Palais West
14:30 – 17:00	<p><b>Executive Committee of the World Tourism Network on Child Protection</b> (for Committee Members only)</p> <p><i>For more information, please contact <a href="mailto:ethics@unwto.org">ethics@unwto.org</a></i></p>	Villa Kastania Hotel Room Fresko
15:00 – 16:30	<p><b>UNWTO African Tourism Ministers Meeting on Anti-Poaching</b> (by invitation only)</p> <p><i>For more information, please contact <a href="mailto:caf@unwto.org">caf@unwto.org</a></i></p>	ICC, Hall 4/5
16:00 – 17:00	<p><b>VeRoTour Promotional Event for Tour-operators and Media</b> (in cooperation with the Veneto Region)</p> <p>The VeRoTour project, of which UNWTO is a partner, aims to implement a trans-national thematic cultural route linking the diverse heritage that flourished during the reign of the Republic of Venice, also known as the Serenissima. With a specific focus on small and micro-sized enterprises (SMEs), the project aims to diversify the thematic tourism offer in Europe by developing trans-national and sustainable tourism products. Involved stakeholders will convene at ITB Berlin to elucidate the opportunities this project offers for the private sector</p> <p><i>For more information, please click <a href="#">here</a> or contact <a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></i></p>	Palais West

	20:00	<p><b>Working dinner of the Affiliate Board Members</b> (only Board Members)</p> <p><i>For more information, please contact <a href="mailto:unwtoam@unwto.org">unwtoam@unwto.org</a></i></p>	Restaurant Entrecôte
<b>7 March, Friday</b>			
	10:00 – 11:00	<p><b>Silk Road Hour: Two Globe Trekker episodes filmed along the Silk Road – the joint collaboration of 7 Silk Road countries, UNWTO and Pilot Productions</b></p> <p>As in previous years, the Silk Road will be present at the ITB Cinema. For the delight of travel show fans, two Globe Trekker episodes filmed along the Silk Road as part of the programme's 20th Anniversary will be broadcasted. The result of a joint collaboration between UNWTO and Pilot Productions, these two episodes will take viewers on a journey along the Silk Road from Xi'an to Istanbul passing through Central Asia.</p> <p><i>For more information, please click <a href="#">here</a> or contact <a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></i></p>	ITB Cinema Hall 14.2
	10:00 – 13:00	<p><b>29<sup>th</sup> Meeting of The World Tourism Network on Child Protection</b> (formerly the Task Force for the Protection of Children in Tourism)</p> <p>This open-ended Network features the multi-stakeholder participation of a range of actors, from governments, international organisations and non-governmental organisations (NGOs), to tourism industry groups and media associations. The Network's mandate covers the prevention of all potential forms of exploitation of children and young people within the tourism sector (i.e. sexual exploitation, child labour and trafficking, etc.). The body's 2014 gathering will have a central focus on "Media Partnerships for the Protection of Children in Travel and Tourism", to be tackled in a special panel followed by an open debate. It will also feature, as usual, a reporting session, which will serve as a platform for tourism stakeholders to exchange experiences and good practices, present awareness-raising materials and capacity building tools, and promote the adoption of professional codes of conduct or other responsible practices in line with the UNWTO Global Code of Ethics for Tourism.</p> <p><i>For more information, please click <a href="#">here</a> or contact <a href="mailto:ethics@unwto.org">ethics@unwto.org</a></i></p>	ICC, Hall 7
	16:00 – 17:00	<p><b>Silk Road Hour: Two Globe Trekker episodes filmed along the Silk Road – the joint collaboration of 7 Silk Road countries, UNWTO and Pilot Productions</b></p> <p>As in previous years, the Silk Road will be present at the ITB Cinema. For the delight of travel show fans, two Globe Trekker episodes filmed along the Silk Road as part of the programme's 20th Anniversary will be broadcasted. The result of a joint collaboration between UNWTO and Pilot Productions, these two episodes will take viewers on a journey along the Silk Road from Xi'an to Istanbul passing through Central Asia.</p> <p><i>For more information, please click <a href="#">here</a> or contact <a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></i></p>	ITB Cinema Hall 14.2