



The 4th International Mayor's Forum on Tourism
-Tourism, Soft Power of City Development-

Zhengzhou, China
15-17 November 2014

Preliminary Programme

Venue: Zhengzhou International Convention and Exhibition Center (ZZICEC)

15 November 2014(Saturday)

1. Opening Ceremony (Xuan Yuan Hall, ZZICEC)

Time: 17:00-18:15 PM

Moderator: Mr. Zhang Guangzhi, Vice-Governor of Henan Province

Interpretation: Simultaneous Interpretation

- 16:30-17:00 Registration
- 17:00-17:05 Shaolin Kungfu show
- 17:05-17:10 Play short video of the previous forums
- 17:10-17:20 Introduction of the honored guests
- 17:20-17:30 Welcome Remarks by Mr. Li Jinzao, Chairman of CNTA
- 17:30-17:40 Opening Speech by Mr. Taleb Rifai, Secretary General of UNWTO
- 17:40-17:50 Opening Address by Mr. Guo Genmao, Secretary General of Henan Provincial Government
- 17:50-18:00 Inauguration of IMFT launched together by Chairman of CNTA, Secretary General of UNWTO, and Leader from Henan Provincial Government
- 18:00-18:05 Henan Folk Dancing Show
- 18:05-18:10 Introduction of the UNWTO Global Observatory on Sustainable Tourism in Henan by Mr. Bao Jigang, Director, Monitoring Center for UNWTO Sustainable Tourism Observatories
- 18:10-18:15 Launching of UNWTO Henan Observatory on Sustainable Tourism. Inaugurated by Chairman Li Jinzao, Secretary General Mr. Taleb Rifai, along with Mr. Guo Genmao from Henan Provincial Government

Participants walk to JW Marriot Hotel Zhengzhou (5 minutes)

3. Welcome Dinner (JW Marriot Hotel Zhengzhou)

Time: 19:00-20:20 PM

Moderator: Mr. Zhang Guangzhi, Vice Governor of Henan Provincial Government

- 18:30-19:00 Arrival of Guests
- 19:00-19:10 Remarks by Leader from Henan Provincial Government
- 19:00-20:20 Dinner

16 November 2014 (Sunday)

MC: Ms. Tian Wei (CCTV hostess)

1. Theme Meeting (Xuan Yuan Hall, ZZICEC)

Time: 09:00-11:35 AM

Interpretation: Simultaneous interpretation

Remarks by distinguished guests

- 09:00-09:13 General introduction on the forum background

- 09:13-09:15 MC invites Mr. Guo Hongchang, Secretary General of Henan People's Government to the stage to moderate the session
- 09:15-09:20 Congratulatory Remarks by Mr. Zhang Guangzhi, Vice-Governor of Henan Province
- 09:20-09:25 Opening Speech by Mr. Wu Wenxue, Vice Chairman of CNTA
- 09:25-09:30 Opening Address by Mr. Zhu Shanzhong, Executive Director of UNWTO
- 09:30-09:35 Speech by Mr. Scott Supernaw, Chairman of PATA

Establishment of the International Mayor's Alliance on Tourism

- 09:35-09:40 MC Reads out the Convention of International Mayor's Alliance on Tourism
- 09:40-09:45 Mayors sign to participate in the International Mayor's Alliance on Tourism (using ipads)
- 09:45-09:50 Establishment of the International Mayor's Alliance on Tourism announced by Mr. Wu Tianjun, Secretary General of Zhengzhou Government
- 09:50-10:10 Tea Break

Keynote Speeches

- 10:10-10:15 Introduction of the guests by Ms. Tian Wei (CCTV hostess)
- 10:15-10:25 **`Tourism demonstrates the soft power of the city`**
by Mr. Ma Yi, Mayor of Zhengzhou, the host city
- 10:25 -10:35 **`Presentation title (TBC)`**
by Mr. Dai Bin, President of China Tourism Researching Academy
- 10:35- 10:45 **`Smart Destination`**
by Mr. Antonio López de Ávila, President & CEO, SEGITTUR
- 10:45-10:55 **`You do not know where you are going if you do not know where you came from`**
by Mr. Frank Kinsella, Mayor of Thousand Islands, Canada
- 10:55-11:05 **`Presentaion title (TBC)`**
by Mr. Tang Congyuan, Mayor of Guilin, China
- 11:05-11:15 **`On Co-operation between China and South Bohemian`**
by Mr. Jiř Zimola, Governor of South Bohemia Region, Czech
- 11:15-11:25 **`Presentation title (TBC)`**
by Mr. Piva Giancarlo, Mayor of Este, Italy
- 11:25-11:35 **`Presentation title (TBC)`**
by Mr. Bioulac Pascal, Mayor of Lamotte Beuvron, France
- 12:00-13:30 Lunch Buffet (at 3rd floor, ZZICEC)

2. Panel Discussion (Xuan Yuan Hall, ZZICEC)

Time: 13:30-16:38 PM

Interpretation: Simultaneous interpretation in Chinese and English

- 13:30-14:20 **Topic 1. Develop leisure tourism, adjust economic structure**
Moderator: Mr. John Koldowski, Special Advisor, PATA

- Speakers: Ms. Sofía Gutiérrez, Deputy Director for the Sustainable Development of Tourism Programme, UNWTO
Mr. Zhang Canmin, Deputy Mayor of Xiamen, Fujian Province, China
- Panelists: Mr. Micheal Colin Patterson, Executive Member for Tourism, Canterbury, the UK
Mr. Ji Bingwei, Mayor of Kaifeng, China
Mr. Giovanni Bettarini, Councillor, Florence, Italy
Vice Mayor of Hai Kou City, China
Mr. Marciano Ortega Molina, Mayor of EL Toboso, Spain
Mr. Li Jianping, Vice Mayor of Hu Zhou City
- 14:20-14:25 Break
- 14:25-15:15 **Topic 2. The connectivity of tourism industry and the building of a world tourism destination**
- Moderator: Mr. Xu Jing, Director for Regional Program for Asia and the Pacific, UNWTO
- Speakers: Mr. John Koldowski, Special Advisor, PATA
Mr. Xu Jiebo, General Manager of China Southern Airline
- Panelists: Mr. Korzinalexandr, Mayor of Turville, Russia
Mr. Balloch Stefano, Mayor of Civldale del Friuli, Italy
Mr. Ma Linqing, Mayor of Anyang, China
Mr. Indrajeet Arya, Mayor of Agra, India
Mayor of Waitakere, New Zealand
Mayor of Dun Huang City, China
- 15:15-15:35 Tea break
- 15:35-16:30 **Topic 3. Smart travel, Smart City**
- Moderator: Ms. Wu Jinmei, Chinese Academy of Social Sciences
- Speakers: Ms. Jiang Zhiying, Mayor of Chang Chun City, China
President or Vice President of Baidu
- Panelists: Mr. Man Fai Peter Chan, Councilor of Auckland, New Zealand
Mr. Robert Assl, Director of the Tourism Administration, Berlin, Germany
Mr. Zhang Tong, Mayor of Leshan, China
Mr. Li Liushen, Mayor of Luoyang, China
Mr. Fotios Chatzidiakos, Mayor of Rhodes Island, Greece
Mr. Khim Bunsong, Governor of Siem Riep, Cambodia
Mayor of Andong, Republic of Korea
- 16:30-16:38 Chinese Kungfu Drama Show

Participants walk to JW Marriot Hotel Zhengzhou (5 minutes)

3. Zhengzhou Aviation Economy Comprehensive Experimental Area & Henan Tourism Investment Promotion Symposium (Xuan Yuan Hall, ZZICEC)

Moderator: Mr. Wan Xu, Vice Secretary General of Henan Provincial Government.

- 16:40-16:45 Introduction by MC
- 17:45-17:00 Remark and Tourism Project Promotion by Mr. Kou Wujiang, Director,
General of Henan Provincial Tourism Administration
- 17:00-17:15 Promotion by Representative (TBC) of Zhengzhou Aviation Economy
Comprehensive Experimental Area
- 17:15-17:30 Contract Signing Ceremony
- 17:30 End of the Meeting

4. Theme Promotion on Zhengzhou Tourism & Dinner

Time: 18:30-20:00

Venue: JW Marriot Hotel

For: All Participants

5. Henan Cultural Performance Collection

Time: 20:30-22:00

Venue: Henan Arts Center

For: All Participants

17 November 2014 (Monday)

MC: Ms. Tian Wei (CCTV)

Interpretation: Simultaneous interpretation in Chinese and English

World Tourism Cities' Show (Xuan Yuan Hall, ZZICEC)

- 08:30-09:00 Arrival of the representatives
- 09:00-09:05 Henan folk show
- 09:05-09:07 Introduction of the show and Adoption of the agenda
- 09:07-09:10 Opening Remarks by Mr. Scott Supernaw, Chairman of PATA
- 09:10-09:30 Exhibition of Dun Huang City (China) Tourism Culture
- 09:30-09:50 Exhibition of Cape Town (South Africa) Tourism Culture
- 09:50-10:10 Tea Break
- 10:10-10:30 Exhibition of Busan (Korea) Tourism Culture
- 10:30-10:50 Exhibition of Umm Ricky (Russia) Tourism Culture
- 10:50-11:10 Exhibition of Madrid (Spain) Tourism Culture
- 11:10-11:30 Exhibition of Innsbruck (Austria) Tourism Culture
- 11:30-11:50 Exhibition of Zhengzhou (the Host City) Tourism Culture
- 11:50-11:55 Closing Speech by Mr. Xu Jing, Director for Regional Programme for Asia
and the Pacific
- 11:55 End of the Show

Other Highlight Activities

1. Henan Tourism Theme Exhibition

Place: 1F Lobby of Zhengzhou Convention Center

Open: daily from the 15th until 12:00 of the 17th November 2014

Style: Demonstration by pictures, audios, and models

Through creative designs, the exhibition fully demonstrates the local characteristics of different cities in Henan in forms of pictures, videos, texts, sounds, models, etc.

2. Henan Intangible Cultural Relics Exhibition

Place: 1F Lobby of Zhengzhou Exhibition Center

Open: 16 November 2014 (Sunday)

Style: Interactive live show

Henan special folk-crafts will be made on site. Participants may learn to make the crafts from craftsmen.

3. Technical Tours in Henan

17 November, 2014 (Monday)

Afternoon: Visit Kaifeng City, the ancient capital for 7 dynasties of China

Evening: See the Show `Dream back to Millennium´ and Back to Zhengzhou.

18 November, 2014 (Tuesday)

Morning: Visit Dengfeng, the Hometown of Shaolin Kungfu

Afternoon: Tour to Luoyang

Evening: Back to Zhengzhou