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 Toursim 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  ‘Presentation title (TBC)’
             by Mr. Tang Congyuan, Mayor of Guilin, China
11:05-11:15  ‘On Co-operation between China and South Bohemian’
             by Mr. Jiří 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 Millenium’ and Back to Zhengzhou.

18 November, 2014 (Tuesday)
Morning: Visit Dengfeng, the Hometown of Shaolin Kungfu
Afternoon: Tour to Luoyang
Evening: Back to Zhengzhou