UNWTO Commission for the Middle East
Thirty-ninth meeting
Cairo, Egypt, 14 September 2014

PROVISIONAL AGENDA

1. Adoption of the agenda

2. Communication of the Chairman

3. Report of the Secretary-General

4. Snapshot report on Tourism trends in the region and identification of key challenges for 2015

5. Implementation of the General Programme of Work
   a. Global activities
   b. Regional Activities
   c. Targeting emerging markets:
      - Unleashing Tourism’s potential between China and the Arab world
      - Seizing Tourism development opportunities between Africa and the Arab world
      - Developing and promoting intraregional tourism

6. Thematic discussion: “Exploring the potential of developing Tourism routes in the region”

7. Enhancing the integration of Affiliate Members in the general activities of the Organization

8. Place and date of the fortieth meeting of the Commission