

Emitt

22nd East Mediterranean International Tourism and Travel Exhibition

The largest tourism exhibition
in the East Mediterranean and
Eurasian region

25 – 28 January, 2018

Tüyap Fair Convention and Congress Center
Istanbul, Turkey



EVENT PROGRAM

Day One – Thursday, 25 January 2018

11.00 – 15.00	<p>Opening Ceremony, Speeches & Exhibition Tour</p> <p>Speakers: Hacer Aydın, E International Exhibitions Tourism & Travel & Fashion Group Director Vincent Brain, ITE Group Regional Director Oya Narin, Chairman of TYD Osman Ayık, Chairman of TUROFED Mevlüt Uysal, Mayor of Istanbul Vasip Şahin, Governor of Istanbul Michael Frenzel, Chairman of Federal Association of the German Tourism Industry M.Rifat Hisarcıkloğlu, President of TOBB* Taleb D. Rifai, BM World Tourism Organisation Old General Secretary Zürap Pololikaşvili, World Tourism Organisation General Secretary* Prof. Dr. Numan Kurtulmuş, Tourism Minister of Turkey</p> <p style="text-align: right;">*In case of attendance</p>
15.30 – 16.30	<p>Interactive panel discussion: The development and importance of domestic tourism</p> <p>Moderator: Erkan Yağcı, President of AKTOB</p> <p>Speakers: Mete Vardar, Chairman of the Board of Jolly Tour Veli Çilsal, Chairman of the Board of Anı Tour Suat Özbek, Deputy General Manager of ETS Tour</p>
18.00	<p>EMITT Gala Party!</p> <p><i>*Only for exhibitors</i></p>

Day Two – Friday, 26 January 2018

10.30 – 11.00	<p>Global updates: Travel trends and insights Speakers: Travel bloggers</p>
11.00 – 12.00	<p>Panel Discussion: Tourism Gastronomy</p> <p>Moderator: Gürkan Boztepe, President of Culinary Travel Association Speakers: Bülent Akarcalı, Tourism Old Minister Nadir Güllü, Karaköy Güllüoğlu Aydın Demir, Chef of Feriye Restaurant Erkan Ataman, Deputy General Manager of Haber Türk Necip Boz, General Coordinator of TUROFED</p> <p style="text-align: right;"> <small>GASTRONOMI TURİZMİ DERNEĞİ GASTRONOMY OF TOURISM ASSOCIATION</small></p> <p><i>*In partnership with Culinary Travel Society</i></p>
12.00 – 13.00	<p>Panel Discussion: Using/Building Gastronomy Capitals to Market Cities</p> <p>Moderator: Gürkan Boztepe, President of Culinary Travel Society Speakers: Ragıp Güzelbey, Consultant of Mayor of Gaziantep & Supervisor of UNESCO Process Özgür Ildır Öksüz, Culinary Travel Society Brand Cities Head of Committee Elif Ovalı, Culinary Travel Society Representative of Antakya & Teofarma Organic Agriculture Company Cem Polatoğlu, Tourism Writer Seda Mızraklı, Culinary Travel Society Event Committee Yusuf Bardak, Lawyer of Culinary Travel Society</p> <p style="text-align: right;"> <small>GASTRONOMI TURİZMİ DERNEĞİ GASTRONOMY OF TOURISM ASSOCIATION</small></p> <p><i>*In partnership with Culinary Travel Society</i></p>
<p>Local Development and Tourism</p> <p><i>The afternoon will focus on how tourism is a tool for local development where speakers will share best practice and lessons learned from current projects. Each speaker will present for 15 minutes followed by a 15-minute Q&A segment.</i></p> <p><i>*In Partnership with Urban Strategy Partners</i></p> <p style="text-align: right;"></p>	
13.00 – 13.10	<p>Opening remarks: A focus on creating tourism-oriented local development models Dr. İrem Ayrancı Onay, Co Founder & Director of Urban Strategy Partners</p>
13.15 – 13.30	<p>Tourism as a tool in local development Asst. Prof. Dr. Burçin Hatipoğlu, Boğaziçi University Department of Tourism Administration</p>
13.30 – 13.45	<p>Discussing the UN approach to tourism and local development – the role of the future is in Tourism Program Aslı Çakın Dağlı, Project Coordinator of UNDP</p>
13.45 – 14.00	<p>International/National Incentives and Funds Granted to Local Development and Tourism Projects</p>
14.00 – 14.15	<p>Case Study: Case Study: Future is in Tourism Program Ali Sağdaş, Project Coordinator of " Lavender Scented village "</p>
14.15 – 14.30	<p>Q&A</p>
14.30 – 15.30	<p>Cocktail Reception <i>*Sponsored by ISTTA</i></p>

Day Three – Saturday, 27 January 2018

10.30 – 12.30	<p>Interactive Panel Discussion: Online Sales in Emerging Markets</p> <p>Moderator: Prof. Dr. Nazmi Kozak Speakers: Hüseyin Gençsoy, Europe & Middle East Director of HRS Levent Ölçer, Director of Yeego Rıza Kaymak, Consumer Success Manager of Hotelrunner</p> <p><i>* In partnership with METIOD</i></p>
13.00 – 15.00	<p>Interactive Panel Discussion: The History of Tourism</p> <p><i>* In partnership with Platform for Tourism History of Turkey</i></p>
15:00	Close of Day Three

Official Partners



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