



DRAFT AGENDA

3rd Meeting of the OIC/COMCEC Private Sector Tourism Forum

***“International Branding of Tourism Destinations in the OIC Member Countries”
(29-30 January 2015, Istanbul, Turkey)***

29 January 2015 (Thursday)

1. Opening Session
2. International Tourism in the OIC Member Countries: Prospects and Challenges
3. Global/ Regional Trends and Policies in Tourism Destination Branding and Their Implications in the Member Countries
4. Main Challenges and Obstacles of the Private Sector of the Member Countries in Tourism Destination Branding
5. Success Stories of the Private Sector of the Member Countries in Branding of Tourism Destinations
6. Wrap-up

30 January 2015 (Friday)

1. B2B Meetings
2. Social Event: Visiting Historical Places of Istanbul