



8th MEETING OF THE COMCEC TOURISM WORKING GROUP
(September 1st, 2016, Crowne Plaza Hotel, Ankara)

“Muslim Friendly Tourism(MFT): Developing and Marketing MFT Products and Services in the OIC Member Countries”

PROGRAMME

08.30-09.00 **Registration**

09.00-09.05 **Recitation from the Holy Quran**

09.05-09.15 **Opening Remarks**

The COMCEC Tourism Outlook

09.15-09.35 - *Presentation: Ms. Aslı TAŞMAZ DADAKOĞLU*
Expert
COMCEC Coordination Office (CCO)

09.35-09.45 - *Discussion*

Global Trends in Muslim Friendly Tourism: Global Muslim Traveler Index 2016

09.45-10.05 - *Presentation: Mr. Fazal BAHARDEEN*
CEO
CrescentRating

10.05-10.30 - *Discussion*

10.30-10.45 *Coffee Break*

**MFT Products/Services and Marketing Strategies in the OIC Member Countries:
Current Situation, Main Challenges, Recommendations and Prospects**

10.45-11.30 - *Presentation: Ms. Reem El SHAFKI*
Senior Associate
Dinar Standard

11.30-12.30 - *Discussion*

12.30-14.00 *Lunch*

Policy Options for Developing Products and Services and Marketing Strategies in the Member Countries

There will be a moderation session under this agenda item. The participants are expected to deliberate on the policy options/advice for developing and marketing MFT products and services in the Member Countries. The Room Document has been prepared by the CCO, in light of the findings of the analytical study prepared specifically for the Meeting and the answers of the Member Countries to the policy questions which have already been sent by the CCO. This Document was shared with the Tourism Working Group focal points before the Meeting with a view to enriching the discussions during the Session and coming up with concrete policy advice for the policy approximation among the Member Countries in this important field. At the beginning of the session, CCO will make a short presentation introducing the responses of the Member Countries to the policy questions as well as the Room Document.

14.00-14.15 - Presentation: “Responses of the Member Countries to the Policy Questions on Developing and Marketing MFT Products and Services”
Mr. Mustafa Adil SAYAR
Expert
COMCEC Coordination Office

14.15-15.30 - *Discussion*

Utilizing the COMCEC Project Funding

15.30-15.45 - *Presentation: Mr. Hasan YENİGÜL*
Expert
COMCEC Coordination Office (CCO)

15.45-16.00 - *Discussion*

16.00-16.15 *Coffee Break*

Success Stories of the Member States

- *Presentation(s)*

- *Discussion*

Private Sector Experience

17.15-17.30 - *Presentation: “The Experience of Sofyan Hotels on MFT”*
Mr. Riyanto SOFYAN
Chairman
Sofyan Hotels

17.30-17.45 - *Presentation: “Efforts of Muslim Friendly Booking Websites: The Case of Halalinn.com”*
Ms. Özlem ÖZİNCE
Contract Manager
Halalinn.com

17.45-18.00 - *Discussion*

18.00-18.10 *Closing Remarks*
