



PROGRAMME

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)

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| 09:30-10:00 | Opening Session <ul style="list-style-type: none">- Welcoming address |
| 10:00-11:00 | International Tourism in the OIC Member Countries: Prospects and Challenges <ul style="list-style-type: none">- Presentation: <i>Mr. Cem TİNTİN</i>
<i>Expert</i>
<i>SESRIC</i>- General Discussion |
| 11:00-11.15 | <i>Coffee Break</i> |
| 11:15-12:30 | Global/ Regional Trends and Policies in Tourism Destination Branding and Their Implications in the Member Countries <ul style="list-style-type: none">- <i>Presentation: Mr. Peter Mc NAULTY</i>
<i>Managing Director</i>
<i>Tourism Development International</i>- General Discussion |
| 12:30-14:00 | <i>Lunch</i> |

- 14:00-15:30 Main Challenges and Obstacles of the Private Sector of the Member Countries in Tourism Destination Branding
- Presentation: *Ms. Çağla DEMİRCİOĞLU*
Marketing Coordinator
İstanbul Convention and Visitors Bureau
 - Presentation: *Mr. Arda KERTMELİOĞLU*
Pangea Digital
 - General Discussion
- 15:30-15:45 *Coffee Break*
- 15:45-17.15 Success Stories of the Private Sector of the Member Countries in Branding of Tourism Destinations
- Country Presentations/Experiences
- Presentation: *Ms. Gülberk AŞYAPAR*
Corporate Affairs Deputy Director
TURSAB(Association of Turkish Travel Agencies)
 - Presentation: *Malaysia*
 - General Discussion
- 17:15-17:45 Wrap-Up

30 January 2015 (Friday)

- 10:00-12:00 B2B Meetings
- 12:00-13:30 *Lunch*
- 13:30-18:00 Social Event: Visiting Historical Places of Istanbul