



ASEM Symposium on Promoting Tourism

25th September 2015

Tokyo, Japan

Co-sponsored by Luxemburg, Mongolia, Cambodia, Greece, Indonesia, Kazakhstan, Lithuania, the Philippines, Romania, Spain, Switzerland

Programme

8:30-9:00 Registration for the ASEM Symposium on Promoting Tourism

(at Reception Hall A, Conference Tower, Tokyo Big Sight)

※Registration is necessary before attending the Opening Ceremony of Tourism EXPO Japan 2015.

9:00-9:30 Opening Ceremony of Tourism EXPO Japan 2015

(at International Conference Room, Conference Tower, Tokyo Big Sight)

9:30-10:00 Keynote Speech at the International Tourism Forum (Theme of the Forum is “Tourism and Culture”)

(at International Conference Room, Conference Tower, Tokyo Big Sight)

- Mr. Pascal Lamy, President of the World Committee on Tourism Ethics

10:00-10:30 Registration for the ASEM Symposium on Promoting Tourism

(at Reception Hall A, Conference Tower, Tokyo Big Sight)

10:30-11:10 Opening of the ASEM Symposium on Promoting Tourism

(at Reception Hall A, Conference Tower, Tokyo Big Sight)

Chair: Mr. Satoshi SUZUKI, Deputy Director-General, European Affairs Bureau, Ministry of Foreign Affairs of Japan

- **Opening remarks**
 - Mr. Kentaro SONOURA, Parliamentary Vice-Minister for Foreign Affairs, Japan
 - Mr. Keisuke SUZUKI, Parliamentary Vice-Minister of Land, Infrastructure, Transport and Tourism, Japan
- **Remarks by co-sponsors**
 - Dr. Arief Yahya, Minister of Tourism, Indonesia
 - Ms. Rasa Noreikiene, Vice-Minister of Economy, Lithuania

- Mr. Bentio C. Bengzon, Jr., Undersecretary for Tourism Development, Philippine Department of Tourism, the Philippines
- Mr. Bogdan Pandelica, Secretary of State, Ministry of Economy, Trade and Tourism, Romania

11:10-12:20 Session 1: The current situation of tourism exchanges between Asia and Europe, activities and best practices for tourism promotion in individual countries

Moderator: Mr. Yasuhiro WATANABE, Professor, Department of Business Management, College of Business Management, J.F. Oberlin University

- **Presentations**
 - Ms. Harmony Lamm, Deputy Manager, Programme and Public Relations, UNWTO Regional Support Office for Asia and the Pacific
 - Ms. Yuki TANAKA, Director, Meeting & Event Promotion, Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism, Japan
 - Mr. Fabien Clerc, Director, Switzerland Tourism in Japan
 - Mr. In Thoeun, Deputy Director General, Ministry of Tourism, Cambodia
 - Mr. Bogdan Pandelica, Secretary of State, Ministry of Economy, Trade and Tourism, Romania
 - Ms. Jurgita Kazlauskiene, Director General, State Department of Tourism, Lithuania

12:20-13:20 Lunch (at Meeting Room 102, Conference Tower, Tokyo Big Sight)

13:30-14:15 Session 1 (cont.)

- **Discussion**

14:15-14:35 Coffee Break (at Meeting Room 102, Conference Tower, Tokyo Big Sight)

14:35-16:20 Session 2: Problems and challenges facing inter-regional tourism exchanges

Moderator: Mr. Yasuhiro WATANABE, Professor, Department of Business Management, College of Business Management, J.F. Oberlin University

- **Presentations**
 - Mr. Xu Jing, Regional Director for Asia and the Pacific, UNWTO
 - Mr. Gilles Scholtus, Director General of the Department of Tourism, Ministry of Economy, Luxembourg
 - Mr. Jaako Lehtonen, Executive Vice President, Visit Finland
 - Ms. Gwendolyn S. Batoon, Tourism Attache and Director for East Japan, Philippine Department of Tourism
 - Ms. Ivana Magatova, Director General of Tourism Section, Ministry of Transport, Construction and Regional Development, Slovakia
 - Ms. Marta Blanco Quesda, General Director of the Spanish Tourist Board
- **Discussion**

16:20-16:30 Closing of the ASEM Symposium on Promoting Tourism

- **Summary and closing remarks by Chair**

17:00-18:00 Tour of Exhibition (at East Exhibition Hall, Tokyo Big Sight)

19:00-21:30 JAPAN NIGHT (at Marunouchi area)

JAPAN NIGHT is an event where participants will experience Japanese culture and hospitality. The area of the event covers two avenues at Marunouchi and JP Tower, and participants can enjoy stage events of Japanese musical instruments, street performances, Aomori NEBUTA (a Tohoku region festival with a colorful procession of giant human and animal shaped lanterns) and Japanese dishes.