

# mascontour @ ITB 2024

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or join one of our many events!



## OUR LOUNGE

### ITB Sustainability Lounge

powered by mascontour

**Tuesday - Thursday, 5 - 7 March 2024**

**10:00 - 18:00 h**

**Hall 4.1, booth 212**



The **ITB Sustainability Lounge** is the **new meeting hub for the Tourism Sustainability Community** in hall 4.1 (booth 212) – **powered by mascontour** – where new trends, concepts and sustainable solutions for the tourism industry can be exchanged in a relaxed atmosphere. The Lounge offers meeting tables, hot drinks and water free of charge for meetings among sustainability-oriented trade fair visitors and exhibitors!

**Book your meeting table here:** [https://bit.ly/mc\\_sustainability\\_lounge](https://bit.ly/mc_sustainability_lounge)

## OUR EVENTS

### No Risk, No Trouble – Lessons Learnt on Resilience and Crisis-Proofing European Destinations

**Wednesday, 6 March 2024**

**15:00 - 16:00 h**

**Destination Track**

**Hall 7.1b, Blue Stage**



**ITB**  
BERLIN

The Leading  
Travel Industry  
Think Tank

**CONVENTION**

The COVID-19 outbreak has revealed the EU tourism sector's weakness in crisis management capacity. The tourism sector is also vulnerable in face of climate change, terrorism, and armed conflicts. In light of this current context and in line with the EU Strategy for Sustainable Tourism 2020-2038, enhanced crisis management measures are needed, and best practices shared for future preparedness. The European Innovation Council and SMEs Executive Agency (EISMEA) initiated the "Crisis Management and Governance in Tourism" project, providing fifty European destinations and five professional associations with advisory services to improve their crisis preparedness. The partners involved in the project discuss the outcome debating the future needs and steps for making European destinations more resilient and prepared for crises.

### **Opening Statement**

Marlene Bartes, Policy Officer at The European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship & SMEs (*DG GROW*)

### **Keynote Speaker**

Luis Fernandes Silva, Senior Consultant Deloitte

### **Panelists**

Dr. Ana Tripković Marković, Director National Tourism Organisation of Montenegro  
Kristina Kette, Head of International Cooperation Department of Croatian National Tourist Board  
Barbara Weizsaecker, Secretary General of the European Exhibition Industry Alliance (EEIA)  
Anette Seidel, Senior Consultant mascontour GmbH

### **Moderated by**

Matthias Beyer, CEO mascontour GmbH

## **Start of the REMOTE Alliance – Resilient Rural Development Through Outdoor and Adventure Tourism**

**Wednesday, 6 March 2024**  
**16:45 - 17:10 h**  
**Hall 4.1, Lighthouse Stage**

### **REMOTE ALLIANCE**

**Resilient Evolution through Mindful  
Outdoor Tourism Experiences**



TrailAngels



outdooractive



**mas|contour**  
Sustainable Tourism  
Consulting & Communication

Outdoor and adventure tourism are not just a trend, they can be a powerful lever for rural development, job creation and the strengthening of emerging destinations. But like any boom, this can easily turn into a boomerang: How can we ensure that local communities benefit, not just in the short run? How can we make emerging destinations fit for the risks and challenges of the climate crisis and growing competitive pressure? Three experienced players in sustainable tourism development join forces and present an approach for the holistic, resilient and inclusive development of outdoor and adventure travel destinations in the Global South.

### **Panelists**

Matthias Beyer, CEO mascontour GmbH  
Günter Mussnig, CEO Trail Angels GmbH  
Hartmut Wimmer, CEO Outdooractive AG

### **Moderated by**

Maeve O'Brien, Asia Pacific Representative of mascontour GmbH

## OUR DESTINATION SUPPORT

### MONTENEGRO – Wild Beauty & Adriatic Luxury

#### Presentation “Montenegro - Wild Beauty”



**Tuesday, 5 March 2024**  
**16:00 - 18:00 h**  
**Hall 1.2, booth 223**

The "wild beauty" of Montenegro will once again be represented at ITB 2024 and invites media representatives, partners and interested parties to a country presentation at the official stand of the National Tourism Organisation of Montenegro. As the guest country of the fvw / DRV Destination Forum from 27 May to 1 June 2024, Montenegro will be the focus this year and will report on the trends in the German market with regard to Montenegro, as well as on the latest developments in the Adriatic destination. After a compact overview of all the important information and trends, Montenegro invites you to a relaxed happy hour at the stand with a glass of Montenegrin wine, where you will also have the opportunity to network with the exhibitors.

**Please register at: [montenegro@mascontour.info](mailto:montenegro@mascontour.info).**

**Your contact:** Hendrik Wintjen, mascontour GmbH Berlin, tel. 030-61625747, e-mail [montenegro@mascontour.info](mailto:montenegro@mascontour.info).

### UZBEKISTAN – Networks along the Silk Road

#### Tuesday 5 March: "Uzbek Evening" at the Embassy of Uzbekistan in Berlin



**Tuesday, 5 March 2024**  
**18:30 – 22:00 h**  
**Embassy of the Republic of Uzbekistan,**  
**Perleberger Str. 62, 10559 Berlin**

Uzbekistan lies at the heart of the Great Silk Road and at the crossroads of many world cultures. It is attracting increasing interest from German and foreign visitors. The country offers a culture that is thousands of years old, a diverse history, unique traditions, and therefore considerable tourism potential.

The tourism sector is one of the most important focal points for cooperation between Uzbekistan and Germany for the development of mutual relations between the two countries.

Undoubtedly, the two countries have a huge undiscovered potential in the tourism sector and have opportunities for further development of cooperation in this area.

The delegation of the Tourism Committee and representatives of the tourism sector of Uzbekistan will participate in the largest international tourism fair ITB 2024 in Berlin. Establishing long-term partnerships with German travel companies is one of the priorities for the tourism sector in Uzbekistan. The aim is to attract more tourists to Uzbekistan and make the country one of the most important travel destinations in the world.

The Embassy of Uzbekistan in Germany, the Tourism Committee of the Republic of Uzbekistan with the support of the German Development Cooperation (GIZ) on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ), are organising an Uzbek Evening at the Uzbek Embassy building in Berlin on the occasion of ITB 2024.

The cultural diversity and tourism potential of Uzbekistan will be at the centre of this event, which will showcase some well-known and many undiscovered facets of Uzbekistan. Numerous representatives of the Uzbek tourism industry and partners from Germany who support the promotion of tourism in Uzbekistan will be present. The official representatives of several tourism regions will also be available for dialogue.

At the opening ceremony, the Ambassador Extraordinary and Plenipotentiary of the Republic of Uzbekistan to the Federal Republic of Germany H.E. Ambassador, Mr Dilshod Akhatov, the Chairman of the Tourism Committee of Uzbekistan, Mr Umid Shadiev, representatives of the Federal Ministry of Economics and Climate Protection, the German Agency for International Cooperation and other guests will give a welcoming speech.

You will have the opportunity to get to know Uzbek gastronomy, national music and Uzbek craftsmanship.

The evening offers a good opportunity to meet Uzbek companies from the hospitality and hotel industry in a relaxed atmosphere and to establish contacts (get together). Representatives from various tourism regions will be available for B2B discussions.

The following partners and speakers would like to welcome you to the Uzbek Evening:

- Embassy of Uzbekistan, with a greeting at the opening of the evening. Mr Dilshod Akhatov, Ambassador Extraordinary and Plenipotentiary of the Republic of Uzbekistan to the Federal Republic of Germany H.E. Ambassador
- State Tourism Committee, with the latest developments in tourism in Uzbekistan. Mr Umid Shadiev, Chairman (Hall 10.2, Stand 100)
- Possibly a representative of the BMWK or BMZ
- New networks along the Silk Road, which promote regions that are still less developed for tourism, such as the Fergana Valley and the Aral Sea region, with the support of GIZ (Hall 4.1., Stand 206)
- Association of the Uzbek Hotel Industry and selected member companies, which, supported by the 'Bildungswerk der Sächsischen Wirtschaft', present their guests with traditional hospitality at an international level (Hall 10.2., Stand 101)



- IPD - Import Promotion Desk, with innovative, sustainably orientated offers from Uzbek incoming agencies, which open up interesting diversification opportunities for European tour operators. Mr Marius Thümmrich, Expert Sourcing + Markets (Hall 4.1., Stand 210)

We look forward to welcoming you as a guest of the Uzbek Evening at this closed event. The number of participants is limited.

Register via [uzbekistan@mascontour.info](mailto:uzbekistan@mascontour.info).

## Uzbekistan – Sustainable Outdoor Tourism

**Wednesday, 6 March 2024**  
**16:20 - 16:45 h**  
**Hall 4.1, Lighthouse Stage**

Tourism as a means of development: this is the focus of this presentation on Uzbekistan, which aims to showcase the interaction of different approaches that enable sustainable tourism development. The focus is on the Fergana Valley and Karakalpakstan - two regions that are not among the Silk Road's tourist hotspots but offer an interesting alternative and complement to the traditional Silk Road sites in terms of outdoor and adventure tourism as well as encounter tourism involving local stakeholders.

Representatives from the Fergana Valley and Karakalpakstan as well as representatives from GIZ Uzbekistan and IPD Import Promotion Desk will be present.

### **Moderated by**

Prof. Dr. Nicole Häusler, Senior Tourism Consultant mascontour GmbH

Register via [uzbekistan@mascontour.info](mailto:uzbekistan@mascontour.info).

## Uzbekistan Networking with Uzbek musical band

**Wednesday, 6 March 2024**  
**18:00 - 19:00 h**  
**Hall 4.1, booth 206**



Afterwards, an Uzbekistan networking event with Uzbek music will take place on the Lighthouse Stage in Hall 4.1 and the neighbouring stand 206 "Networks along the Silk Road". Let yourself be seduced by the charm and magic of the Silk Road with Uzbek snacks and oriental music by the ensemble "Halklar Dustligi" and network with Uzbek exhibitors.

Register via [uzbekistan@mascontour.info](mailto:uzbekistan@mascontour.info).

## **Conversations with the press "The Silk Road as a place of cultural encounters and the exchange of ideas"**

**Thursday, 7 March 2024**

**11:00 - 12:00 h**

**Hall 4.1, booth 206**

When most people hear the word Silk Road, they first think of the trade in valuable goods between Asia and Europe, such as silk or spices, or even gold and silver. But historically, the Silk Road has also always been a route for cultural exchange and the dissemination of ideas and knowledge. With the involvement of a representative of Uzbek arts and crafts, the press conference at the Uzbekistan stand in Hall 4.1 will provide insights into how this can still be the case today, using examples from the two Uzbek regions of the Fergana Valley and Karakalpakstan. In other words, the spirit of the Silk Road is still alive today and offers visitors authentic and interesting insights into life in Uzbekistan, as well as the opportunity to meet and exchange ideas with interesting people.

### **Moderated by**

Prof. Dr. Nicole Häusler, Senior Tourism Consultant mascontour GmbH. Mrs Häusler is an ethnologist and can provide a deeper insight into Uzbek culture on this occasion.

Register via [uzbekistan@mascontour.info](mailto:uzbekistan@mascontour.info).

## TUNISIA – Trails, Tails & Tastes



### A Mosaic of Adventure, Culture and Culinary Delights

The Ministry of Tourism, Inspiring Tunisia and the national hotel & tourism federations invite you to a special networking with Tunisian finger food every day during ITB Berlin 2024 at the stand of Tunisia in hall 6.2 / 302 to discover the country's new and vibrant tourist attractions and seek out new business contacts.

The networking events are customised for tour operator and media representatives who are particularly interested in Tunisia's rich natural and cultural offer. Every day at 13.00 h and Wednesday at 12.00 h, Tunisian tourism stakeholders would like to inform you about new products in the field of adventure-oriented and sustainable tourism with short presentations and culinary delights.

You will have the exclusive opportunity to get in touch with numerous public and private sector representatives to learn more about their offers and discuss potential co-operations. Be part of this dynamic exchange that opens up new perspectives and opportunities.

**Tuesday, 5 March 2024**  
**13:00 - 14:30 h**  
**Hall 6.2, booth 302**

13.00 h – The UNESCO Heritage Route & the Cinematography Route, Tunisian Ministry of Tourism

13.15 h – Networking & Tunisian Snacks

14.15 h – Hospitality in Tunisia: Sustainability through Innovation, Tunisian Hotel Federation (FTH)



**Wednesday, 6 March 2024**

**12:00 - 14:30 h**

**Hall 6.2, booth 302**

12.00 h – New Sustainable Products in Tunisia, Tunisian Federation of Travel Agencies (FTAV)

13.00 h – The Culinary Route & the Trans Tunisian Trekking Trail, Tunisian Ministry of Tourism

13.15 h – Networking & Tunisian Snacks

14.15 h – New Forms of Accommodation in Tunisia, Interprofessional Federation of Tunisian Tourism (Fi2T)

**Thursday, 7 March 2024**

**13:00 - 14:15 h**

**Hall 6.2, booth 302**

13.00 h – Tunisia's Diverse Destinations, DMOs Dahar, Djerba, Mahdia, Tunis-Carthage & Zaghuan

13.15 h – Networking & Tunisian Snacks

We look forward to welcoming you to inspiring networking events and exploring the beauty and diversity of tourism in Tunisia together.

**Please register by email and let us know which day you would like to attend:  
[tunisia@mascontour.info](mailto:tunisia@mascontour.info)**

If you have any questions or requests, please do not hesitate to contact us.

## **SERBIA – Experience the Diversity!**

**Hall 1.1, booth 122**



Serbia has recovered quickly from the pandemic and is looking to the future with new projects. According to the UNWTO Tourism Barometer for Jan - Sept 2023, Serbia is one of the countries with the fastest tourism recovery since the end of the pandemic. Many changes are taking place in its tourism sector: new hotels are being built, many of them in the upscale segment; regions are developing new attractions and routes, and the capital Belgrade is preparing for a major event in 2027: Belgrade Expo 2027. Further details can be found in this press release: <https://bit.ly/Serbien-News>.