

AGENDA

Time	Programme
<p>09:00 - 09:05 (CET) 16:00 - 16:05 (CST)</p>	<p>Opening Moderator: FENG Keru, <i>Key expert, IURC-China</i></p>
<p>09:05 - 09:10 (CET) 16:05 - 16:10 (CST)</p>	<p>Welcome speech Alexandra Lehmann <i>The EU Delegation to China</i></p> <p>WANG Qian <i>Team Leader, IURC China</i></p>
<p>09:10 - 09:35 (CET) 16:10 - 16:35 (CST)</p>	<p>Presentation 1: Impact and opportunities in China's 14th Five-Year Tourism Development Plan: tourism in rural-urban development Mr. SUN Ruofeng <i>Former Director General, Department of Science, Technology and Education, Ministry of Culture and Tourism, China</i> <i>Director of the National Technical Committee on Tourism Standardization</i></p>
<p>09:35 - 09:50 (CET) 16:35 - 16:50 (CST)</p>	<p>Presentation 2: Innovative practices and future trends in digital cultural tourism of China Ms. ZHOU Yi <i>Director, International Cooperation Department, China Culture Industry Institute of Renmin University</i></p>
<p>09:50 - 10:10 (CET) 16:50 - 17:10 (CST)</p>	<p>Presentation 3: Tourism in China: Trends and Perspectives Ms. Franka Gulin <i>Chair of China Chapter, The European Travel Commission</i> <i>Cluster Manager for Tourism and Culture, IURC China</i></p>
<p>10:10 - 10:25 (CET) 17:10 - 17:25 (CST)</p>	<p>Q&A</p>
<p>10:25 - 10:30 (CET) 17:25 - 17:30 (CST)</p>	<p>Closing remarks WANG Qian <i>Team Leader, IURC China</i></p>