

INTERNATIONAL ISLAMIC TOURISM CONFERENCE 2010

Date : 28 - 29 October 2010

Venue : Putra World Trade Centre (PWTC)

Time : 9.30 am – 6.00 pm

About the conference

As Muslim countries develop, there is a pressing need to examine all factors that will ensure a successful and sustainable tourism growth. There will also be a need to discuss issues at hand and consider the need for developing and marketing of their own tourism brands to the rest of the world. There will also be an urgent need to enter and penetrate the global market, not just amongst OIC countries.

This conference will be the amongst the first forum to bring Muslim and non-Muslim leaders and companies from a broad range of tourism clusters to discuss ways and means to leverage on the growing interest of tourists to Muslim and non Muslim countries. Speakers have been chosen for their expertise and experience in various sectors of the industry which will help delegates to develop better tourism and business practices. It also be a unique platform to learn from each other about the markets involved and the approach required to make an impactful entry.

Within the Islamic global community there exist many markets which have not been tapped and discovered from both cultural and business perspectives. This conference will enable Muslim and non-Muslim to carry out networking activities in their respective areas of interest.

About the organisers

The Islamic Tourism Centre (ITC) as a company limited by guarantee, under the Ministry of Tourism, Malaysia, is to be the centre of excellence for undertaking strategic tourism

research and market intelligence particularly on emerging tourism markets and in the provision of capacity building services.

It is committed to serve the government and stakeholders by providing an objective and impartial understanding of the tourism issues on national, regional and international importance and to promote goodwill among Muslims via tourism.

About the participants

This conference is for all levels of executives in the multinational companies, government officials and media agencies who have an interest in Islamic tourism markets. For people already in this market, the conference would be a good platform to access and gain more market share. Muslim entrepreneurs, investors and professionals interested in building brands and expanding their marketing territories.

TENTATIVE PROGRAMME

DAY ONE THURSDAY 28 OCTOBER 2010 (Hon. Minister of Tourism, Malaysia) (TBC)	
INTERNATIONAL ISLAMIC TOURISM CONFERENCE	
Time	PROGRAMME
9.00 am	Official Opening ❖ Registration of Participants, Guests, Invitees & Media ❖ Arrival of Hon. Minister of Tourism, Malaysia (TBC) ❖ Arrival of Hon. Prime Minister of Malaysia, Rt Hon. Dato' Sri Mohd. Najib Tun Razak (TBC) ❖ Quran Recital ❖ Welcome Address by Director General of ITC ❖ Speech by Hon. Minister of Tourism, Malaysia ❖ Speech & Official Opening by Rt Hon. Prime Minister of Malaysia, Y.A.B. Dato' Sri Mohd. Najib Tun Razak. (TBC) ❖ Tour of Exhibition ❖ Press Conference
9.30 am	
11.00 am	❖ Reception/Networking sessions
11.30 am	❖ Keynote Address <i>"Tapping Islamic Tourism Potentials"</i> Hon. Tun Musa Hitam – Chairman, World Islamic Economic Forum Foundation
12.30 pm	
	<i>Lunch and Zohor prayers</i>

2.00 pm	Plenary 1 "An Overview of the Global Islamic Tourism Heritage " Hon Tun Ahmad Sarji President, Heritage Trust of Malaysia.
3.00 pm	Plenary 2 "Current Issues On Islamic Tourism – The Worldview" Imtiaz Muqbil, Islamic Travel Newswire
4.00 pm	Tea Break for Conference Participants
4.30 pm	Plenary 3 "Promotion of Intra Regional Islamic Travel & Tourism - Airlines perspective Encik Azran Osman Rani, CEO Air Asia X - Travel agencies perspective Dato Seri Tunku Iskandar, Moderator, Malaysia Tourism Industry Friends Moderator : Dato Ahmad A Talib, Executive Director, Media Prima
5.30 pm	Plenary 4 "Halal Tourism – the way forward " By Dato Seri Jamil Bidin, CEO Halal Development Corporation
8.00 pm	Welcome Dinner for Conference Participants & Exhibitors Speech by host,

DAY TWO FRIDAY 29 OCTOBER 2010

9.30 am	❖ <i>"Role of Government in Facilitating Intra Regional Islamic Travel and Tourism"</i> Panel Members : Representative from OIC/Iran , Rep from International Tour Operator Mr. Fazal Baharuddin , Cresentrating Pte Ltd Moderator Dato Ahmad Bakri Shabdin, former DG of Tourism Malaysia
11.00 am	Tea/ Coffee Break
11.30 am	❖ <i>"Development of Muslim Tour Packages -Ensuring Excellent Service and Enforcing Code of Ethics "</i> Panel Members : representatives from UNWTO, MAH & MATTA, Indonesia Rep Moderator: Encik Fahmi Mubarak, Past President of MATTA
12.30 pm	Networking Lunch and Friday prayers
2.30 pm	❖ <i>OIC member countries - New Destination For Islamic Travel & Tourism:- How to Tap The Growing Market "</i> Panel Members Director General of Tourism Malaysia Director General of Brunei Tourism President of MATTA Moderator; Dato Ismail Adam, former Secretary
4.00 pm	❖ <i>Conference Winding Up- Summary</i> by Chief Moderator End of conference

Registration and Fees

The registration fee for the conference only is RM 1,000 (USD350) per delegate.

The registration fee for a complete package is RM 2,000.00 (USD 700) inclusive of single accommodation (Deluxe room) for 3 days/2 nights' stay at Sri Pacific Hotel and airport transfers.

Gala dinner, travel mart, tea-breaks, lunch, conference bag and documents is for all categories of participants.

ISLAMIC TOURISM CENTRE (861655-U)

Suite 19.01 Level 19 Centrepont South,

The Boulevard, Midvalley City

Lingkaran Syed Putra

59200 Kuala Lumpur.

Tel : 603 2287 2897

Fax : 603 2287 2896

URL : www.itc.gov.my