



 WORLD TOURISM ALLIANCE

世界旅游联盟

World Tourism Alliance

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## CIIE 2019 – Forum Session A Happy Life with Travel & Leisure

### I. Date and Time

14:00 – 17:00 November 6, 2019

### II. Venue

Meeting Room M1-04, National Exhibition and Convention Center (Shanghai)

### III. Theme

A Happy Life with Travel & Leisure

### IV. Vision

To achieve harmonious development and enhance happiness of the People

### V. Aims

To reveal the development trend of tourism and promote global tourism exchange and trade

### VI. Organization

- Organized by: World Tourism Alliance (WTA)
- Supported by: Beijing Relation Conference & Exhibition Services Co., Ltd. (BRE)

### VII. Attendance (200)

- Ministry of Culture and Tourism of China
- China International Import Expo Bureau
- WTA Secretariat
- WTA Members (50)
- Provincial Departments of Culture and Tourism in China
- Local and International Institutions and Businesses of Tourism, Health and Wellness
- Media

### VIII. Agenda

November 6	
Forenoon	Visit CIIE 2019
14:00-14:30	Registration
14:30-14:50	Welcome Remarks

14:50-15:10	Speech 1	Current situation of global tourism industry & opportunities and challenges it faces
15:10-15:30	Speech 2	Travel, Leisure, Quality Life
15:30-15:50	Speech 3	Practice of Leisure Tourism
15:50-16:10	Coffee Break	
16:10-16:30	Speech 4	Structure and Classification of SPA & Marine Health and Wellness Tourism Industry in Europe
16:30-16:50	Speech 5	Profile of China's Outbound Travel Market
16:50-17:40	Panel Discussion	A Happy Life with Travel & Leisure

