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**Conference Program — Perspectives in expanding the geography of cross-border tourism across SCO Member States**

Format: online; studios in Moscow, Samarqand and Beijing

Date and time: December 7th, 2023, 11:00-13:00 (Moscow Standard Time UTC+3 hours)

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| **Introduction** |
| 11:00 | Moderator | Opening speech, goals and objectives, Conference program |
| 11:05 | SCO Secretariat | Welcome speech |
| 11:10 | World Travel Alliance (WTA) | Welcome speech & presentation “WTA is a promising integration association for travel industries across SCO Member States. A short history of the Alliance, its mission and proposed tools of cooperation”. |
| **Segment “Russia”** |
| 11:15 | Ministry of Economic Development of the Russian Federation | Welcome speech |
| 11:20 | “Rosa Khutor” Ski Resort | Ski resorts development in SCO Member States. Mainstreaming and energizing all-season alpine tourism for every population category; supporting best practices and brands of leading ski resorts; preserving and mutually promoting the environmental and cultural heritage of SCO Member States. |
| **Segment “China”** |
| 11:30 | China Association of Travel Services (CATS) | Welcome speech |
| 11:35 | UnionPay | Presentation by a national payment system UnionPay: How to support financial transactions with individuals in SCO Member States. |



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| **Segment “Kazakhstan”** |
| 11:45 | Government body in tourism industry | Welcome speech |
| 11:50 | Community organization / business | TBD |
| **Segment “Kyrgyzstan”** |
| 12:00 | Government body in tourism industry | Welcome speech |
| 12:05 | Community organization / business | TBD |
| **Segment “Tajikistan”** |
| 12:15 | Government body in tourism industry | Welcome speech |
| 12:20 | Community organization / business | TBD |
| **Segment “Uzbekistan”** |
| 12:30 | Government body in tourism industry of Uzbekistan | Welcome speech |
| 12:35 | International University of Tourism and Cultural Heritage “SILK ROAD” (Uzbekistan) | Presentation“International University — the center of excellence, research, analysis, education and advanced training, implementing quality and service standards across SCO Member States”. |
| **In conclusion** |
| 12:45 | “World Without Borders” | Presentation “China Friendly Chat — a platform for digital marketing and communications in travel industry across SCO Member States”. |
| 12:55 | Ministry of Economic Development of the Russian Federation | Closing speech |
| 13:00 | End of the Conference |

