MIDDLE EAST ROAD SHOW 2019

**Jeddah, Kuwait, Abu Dhabi, Dubai**

**3rd – 6th November 2019**

## GENERAL INFORMATION

Ministry of Transport and Construction of the Slovak Republic - Tourism Section; on behalf of “Discover Central Europe” – joint promotional initiative of four Central European National Tourist Organizations of the Czech Republic, Hungary, Poland and Slovakia (hereinafter as Visegrad Group - V4) would like to invite you to the promotional road show in the Middle East consisting of B2B presentations and workshops which will be held in Jeddah, Kuwait, Abu Dhabi and Dubai respectively between November 3rd to 6th.

## ROADSHOW SCHEDULE

**2nd November (Saturday): Jeddah**

N/A Individual arrivals

19:00 – 20:00 Information sharing meeting

**3d November (Sunday): Jeddah**

N/A Individual arrivals

17:00 – 18.00 Information sharing meeting

18:00 – 21:00 Presentation and B2B workshop at the hotel

21:00 – 22:00 Networking dinner

**4th November (Monday): Kuwait**

03:10 – 05:20 Flight to Kuwait

17:30 – 21:00 Presentation and B2B workshop at the hotel

21:00 – 22:00 Networking dinner

**5th November (Tuesday): Kuwait / Abu Dhabi**

09:55 – 12:40 Flight to Abu Dhabi

17:30 – 21:00 Presentation and B2B workshop at the hotel

21:00 – 22:00 Networking dinner

**6th November (Wednesday): Dubai**

07:30 – 9:30 Morning Bus Transfer to Dubai

10:30 – 14:00 Presentation and B2B workshop at the hotel

14:00 – 15:00 Networking lunch

15:00 - Individuals meetings / Departures

## PRESENTATION PROGRAMME SCHEDULE

Jeddah Kuwait and Abu Dhabi V4 workshop will be organized according to the following schedule:

**17:30 – 18:00 Registration**

*Registration at the counter, name tags and road show bags distribution, informal networking*

**18:00 – 18:10 Welcome speech**

Welcome note by Slovak representative on behalf of all the partners

**18:10 – 18:50 Presentations of Central Europe destinations** *given by representatives of National Tourist Boards of V4 (max. 5-7 minutes – destination news only + promotional video)*

**18:50 – 19:05 Presentations of the general partner of the road show**

**19:05 – 19:30 Presentation of road show participants**

*Screening teasers (ppt slide) and participants’ introduction*

**19:30 – 19:40 Lucky draw**

**19:40 – 21:30 B2B talks**

**21:30 – 22:30 Networking dinner**

Dubai V4 workshop will be organized according to the following schedule:

**10:00 – 10:30 Registration**

*Registration at the counter, name tags and road show bags distribution, informal networking*

**10:30 – 10:40 Welcome speech**

Welcome note by Slovak representative on behalf of all the partners

**10:40 – 11:20 Presentations of Central Europe destinations** *given by representatives of National Tourist Boards of V4 (max. 5-7 minutes – destination news only + promotional video)*

**11:20 – 11:35 Presentations of the general partner of the road show**

**11:35 – 11:50 Presentation of road show participants**

*Screening teasers (ppt slide) and participants’ introduction*

**11:50 – 12:00 Lucky draw**

**12:00 – 14:00 B2B talks**

**14:00 – 15:00 Networking lunch**

**Expected attendance: 40 - 50 Tour operator and travel agency representatives per destination**

## PARTICIPATION CONDITIONS

**The organizer provides:**

* + 1 table for B2B talks per company at a workshop venue
	+ Company presentation: live in the event + in the printed road show catalogue
	+ Catering during events – coffee breaks, networking dinner/luncheon

**The participants cover at their own expense:**

* + Airplane tickets
	+ Accommodation
	+ Visa Fee
	+ Shipping cargo with marketing materials from Europe

## ACCOMODATION ARRANGEMENTS

**Recommended accommodation:**

TBA

## TRAVEL ARRANGEMENTS

**Recommended transfers within countries**

Based on the road show schedule we recommend following flights.

**In case you use them, please note it in your application & reservation form in order to arrange the transfer from/to the airport by the Ministry of Transport and Construction of the Slovak Republic.**

**3rd November:**

Jeddah – Kuwait: Kuwait Airways; KU 784, 03:10 – 05:20

**5th November:**

Kuwait – Abu Dhabi: Etihad; EY 302, 09:55 – 12:40

**6th November:**

Abu Dhabi – Dubai; Morning Bus Transfer; cca 7:00 – 9.30

**To participate in the road show please fill in the APPLICATION & RESERVATION FORM (APPENDIX A attached) and send to: monika.coriova@mindop.sk**

Please note that Ministry of Transport and Construction of the Slovak Republic will prepare **participant catalogue** to be distributed to local travel agencies at every destination in the goodie bags in the beginning of the event.

In case you wish to have your company information included in this catalogue (1 complimentary page for company introduction) please return all completed documents described below to us by October 1st so we can guarantee your entry in the catalogue.

**Registration deadline: 1st October 2019**

**For further questions, please contact:**

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