



الغرفة الإسلامية للتجارة والتنمية
Islamic Chamber of Commerce and Development
Chambre Islamique de Commerce et de Développement



SUSTAINABLE
TOURISM
FORUM
Future Build Together

SUSTAINABLE TOURISM FORUM

THEME: TRANSFORMING TOURISM FOR COMMUNITY DEVELOPMENT

30th – 31st January 2025 - Karachi – Pakistan



AGENDA



DAY-1 (30th JANUARY 2025)

Registration of the Delegates

10:00 - 10:30 hrs

OPENING CEREMONY

- Tilawat
- National Anthem of the host country
- Welcome Speech by President - ICCD
- ICCD Video
- Speech by PTDC
- Speech by FPCCI
- Speech by Sponsors
- Keynote Speech – Chief Guest
- Vote of Thanks – SG – ICCD
- Presentation of Shields & Group Photo

10:30 - 11:30 hrs

PANEL – 1

CEO Insights: Sustainable Tourism Destinations – Opportunities for the Private Sector

This panel will bring together CEOs of leading Tourism Boards and companies to explore the sustainable tourism destinations. This discussion aims to redefine the future of business in a rapidly changing world shaped by climate change and the imperative of sustainability. Tourism Promotion Boards, Destinations Management Professionals will speak about the Sustainable Tourism and their initiatives for Economic benefits of the community, environmental challenges and the social advances:

- Keynote Speech
- Panel Discussion
- Four Speakers & One Moderator
- Video presentation about contribution of destinations towards sustainability
- Sustainable Tourism Destinations

11:30 – 12:30 hrs

PANEL – 2

Role of Financing in Promoting Sustainable Tourism

Financing is a fundamental enabler of sustainable tourism, which aims to balance environmental conservation, socio-cultural preservation, and economic growth. The role of financing extends beyond funding eco-friendly projects; it ensures long-term sustainability in tourism sector, fosters the local community, and incentivizes private sector. This panel will explore how financing mechanisms shape the future of sustainable tourism.

- Keynote Speech
- Panel Discussion
- Four Speakers & One Moderator
- Video presentation
- Investment Opportunities in Sustainable Tourism
- Sustainable Investment in Luxury Tourism Projects

12:30 – 13:30 hrs

Prayers and Networking Lunch

13:30 – 14:30 hrs

FIRST WORKSHOP

Benefits of Sustainable Tourism
for Local Communities

14:30 – 15:30 hrs

ROUNDTABLE DISCUSSION:

Investor's Dialogue

The investor Dialogue provides an opportunity for the Sustainable Tourism Companies to pitch their projects and explain its salient features while the potential investors, private business groups, startups and the entrepreneur will explore its financial viability

15:30 – 16:30 hrs

Gala Dinner

19:30 hrs

CulturePresentations of the Host Country

20:00 hrs

DAY-2 (31st JANUARY 2025)

PANEL – 3

Contribution of Airlines in Promoting the Sustainable Tourism

Airlines play a significant role in promoting sustainable tourism and facilitating global tourists. Airlines play a strategic role in not only promoting tourism but also bringing the communities together. The panel discussion emphasizes the importance of airlines in the advancement of sustainable practices, future of Air Travel, green tourism campaigns and how the travelers can contribute to the carbon offset.

Sponsors Videos featuring their services to promote sustainable tourism and bringing communities together will be also played.

10:30 – 11:30 hrs

PANEL – 4

Success Stories – Role Models & Successful Ventures in the Tourism Industry

Major successful Sustainable Tourism Projects

11:30 – 12:30 hrs

Prayers and Networking Lunch

12:30 – 14:30 hrs

Second Workshop: Digital Transformation for Promotion of Sustainable Tourism

Online Tourism platforms

14:30 – 15:30 hrs

RoundTable Discussion: Business Tourism as a Tool for Promoting Sustainable Tourism

- Chambers of Commerce, Business Leaders
- CEOs of Companies
- Airlines
- Hotel & Hospitality

15:30 – 16:30 hrs

Departure of Delegates

17:00 hrs