

Mongolia

Convention & Culture Partner ITB Berlin 2011

9 - 13 March



Being ITB's Convention & Culture Partner 2011 Mongolia attracts special interest not only as a travel destination, but it also takes the chance to present itself as a modern, open-minded nation and a country of natural diversity, great history and peculiar culture.

On this occasion Mongolia invites you to participate in various events: Visit the Mongolia Forum, the press conference or cultural performances and presentations. Enjoy Mongolian hospitality at one of the receptions or let yourself be inspired by Mongolian contributions at the celebration of the Delphic Games, the grand finale of ITB Berlin 2011.

Mongolia's main pavilion is located in hall 26.C (booth 310, Asia hall). In addition Mongolia will be present in hall 10.2 (booth 112, Culture hall) and hall 4.1 (booth 115, Trends & Events hall).

Wednesday, 9 March 2011

Time	Location	Event	Lang.
11.00-11.30	Hall 7.1b, auditorium London	Convention Inauguration Welcome speech by Convention & Culture Partner Mongolia: Hon. Gansukh Luimed , Minister (Ministry of Nature, Environment and Tourism, Mongolia).	ger./eng.
11.50-12.00	Hall 7.1a, auditorium New York 1	Opening of the ITB Destination Day Followed by the Mongolia Forum.	ger./eng.
12.00-13.30	Hall 7.1a, auditorium New York 1	Mongolia Forum <i>Mongolia: Close to nature – rich in culture. Perspectives for a modern destination.</i> Moderation: Prof. Dr. Wolfgang Georg Arlt (West Coast University of Applied Sciences, Heide) Welcome: Cultural tourism - The case of Mongolia <ul style="list-style-type: none"> • Hon. Gansukh Luimed, Minister (Ministry of Nature, Environment and Tourism, Mongolia) • Hans-Jürgen Beerfeltz, State Secretary (Federal Ministry for Economic Cooperation and Development – BMZ, Germany) • Dr. Taleb Rifai, Secretary General (United Nations World Tourism Organisation – UNWTO) • <i>Perspectives of tourism development in Mongolia.</i> Batbold Dorjgurkhem (Ministry of Nature, Environment and Tourism, Mongolia) <p>(please continue next page)</p>	ger./eng.



		<p>Culture nation Mongolia – The view from outside</p> <ul style="list-style-type: none"> • Culture, festivals and music. Prof. Bernhard Wulff (Culture Ambassador of Mongolia, University of Music Freiburg) • Cultural monuments of Mongolia. Prof. Dr. Jan Bemmann (University of Bonn) • International markets and future potentials for cultural tourism. Michaela Tedsen (Studiosus Reisen München GmbH) <p>Mongolia – Modern tourism culture</p> <ul style="list-style-type: none"> • Tourism as a tool to preserve cultural heritage and nomadic traditions. Gantemur Damba (Sustainable Tourism Development Centre in Mongolia – STDCM) • Culture and landscape shaping tourism. Indraa Bold (Mongolia National Tourism Organisation – MNTO) <p>Followed by the reception of the Ministry of Nature, Environment and Tourism of Mongolia (auditorium New York 3).</p>	
15.00-17.00	IHK Berlin Fasanenstrasse 85 10623 Berlin	<p>Mongolian Business Forum Business opportunities with Mongolia. Hosted by the Embassy of Mongolia and the Chamber of Commerce and Industry (IHK) of Berlin</p>	eng.
16.00-17.00	Main stage in hall 4.1	<p>Mongolian tourism, opportunities, biodiversity and the tourist experience.</p> <ul style="list-style-type: none"> • Opportunities for tourism in Mongolia. Gantemur Damba (Sustainable Tourism Development Centre in Mongolia – STDCM) • Dinosaurs, snow leopards and cranes: Is Mongolian biodiversity an opportunity for tourism? Brian Watmough (Sustainable Tourism Development Centre in Mongolia – STDCM) • Travelling in Mongolia: a tourist's experience. Jürgen Reibetanz (Sustainable Tourism Development Centre in Mongolia – STDCM) <p>Presentations are framed by cultural performances: Mongolian music, traditional throat singing, contortion etc.</p>	eng. (ger.)



Thursday, 10 March 2011			
Time	Location	Event	Lang.
12.30	Mongolia Centre/ Gallery Zurag Böckhstrasse 26 10967 Berlin	Inauguration of an Art Exhibition Hosted by the Embassy of Mongolia and the Mongolia Centre/ Gallery Zurag	ger.
13.30- 14.00	Main stage in hall 4.1	<i>Supporting Mongolian nomadic culture through tourism in a rapidly developing economy.</i> Gantemur Damba (Sustainable Tourism Development Centre in Mongolia – STDCM) Presentation is framed by cultural performances: Mongolian music, traditional throat singing, contortion etc.	eng.
13.45- 14.45	Hall 7.1a, auditorium New York 3	ITB CSR Day – Minister Summit on Climate Change in Asia-Pacific <i>Environmental Protection from Sea Level up to 8,000m.</i> <ul style="list-style-type: none"> • HE Deepak Bohara, Minister (Ministry of Forests and Soil Conservation, Nepal) • Hon. Gansukh Luimed, Minister (Ministry of Nature, Environment and Tourism, Mongolia) • Hon. Dr. Mariyam Zulfa, Minister (Ministry of Tourism, Arts and Culture, Republic of Maldives) 	ger./ eng.
14.30- 15.30	Culture Conference Lounge in hall 10.2	Press Conference Mongolia – Convention & Culture Partner ITB Berlin 2011 Mongolia: a travel destination close to nature, rich in culture and between tradition and modernity. This press conference will inform about the range of tourism products as well as developments in the tourism market. How is Mongolia going to meet modern tourism requirements? What about economic and cultural relations? Acknowledged Mongolia experts will provide insights and be on hand to answer questions. Moderation: Burghard Rauschelbach (Deutsche Gesellschaft für Internationale Zusammenarbeit – GIZ) <ul style="list-style-type: none"> • Hon. Gansukh Luimed, Minister (Ministry of Nature, Environment and Tourism, Mongolia) • <i>Tourism development in Mongolia – Facts & figures.</i> Batbold Dorjgurkhem (Ministry of Nature, Environment and Tourism, Mongolia) • <i>Destination Mongolia – Trends & market development.</i> Kai Partale (Consultant on behalf of GIZ) • <i>Cultural heritage of Mongolia.</i> Tuul Erdenegarid (Natur Tours Mongolia) • <i>Traditional Mongolia and nomadic life.</i> M. Navchaa (Tsolmon Travel) • <i>Adventure and cultural tourism: Products in Mongolia.</i> Helge Reitz (Nomads Tours and Expeditions) <p>Followed by the reception of the Ministry of Nature, Environment and Tourism of Mongolia (booth 112 in hall 10.2).</p>	ger. (eng.)



19.30	former Kulturhaus Mitte Auguststrasse 21 10117 Berlin	Charity Concert with Mongolian Musicians and Artists Hosted by the Embassy of Mongolia	ger.
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Friday, 11 March 2011

Time	Location	Event	Lang.
12.00-12.45	Small stage (adventure stage) in hall 4.1	Pow-Wow for Trade Visitors <i>Biodiversity and sustainable tourism in Mongolia. Supporting nomadic herders with tourism in a rapidly developing economy – Can tourism make a difference?</i> <ul style="list-style-type: none"> • Tseden Orgodol (Ministry of Nature, Environment and Tourism, Mongolia) • Batbold Dorjgurkhem (Ministry of Nature, Environment and Tourism, Mongolia) • Gantemur Damba (Sustainable Tourism Development Centre in Mongolia – STDCM) • Brian Watmough (Sustainable Tourism Development Centre in Mongolia – STDCM) • Jürgen Reibetanz (Sustainable Tourism Development Centre in Mongolia – STDCM) 	eng.
12.30-13.00	Main stage in hall 4.1	<i>Spiritual and natural Mongolia.</i> <ul style="list-style-type: none"> • <i>Shamanism and Buddhism.</i> Dr. Amélie Schenk (Freunde des Altai e.V.) • <i>Hustai National Park.</i> Dr. Bernd Steinhauer-Burkart (Hustai National Park) <p>Presentations are framed by cultural performances: Mongolian music, traditional throat singing, contortion etc.</p>	ger.
16.00-18.00	Culture Conference Lounge in hall 10.2	ITB Book Awards (on invitation only) Including the special category „Mongolia“ and awards for the following titles: <ul style="list-style-type: none"> • „Reise-Handbuch Mongolei“ by Peter Woeste and Michael Walther (Verlag DUMONT) • „Mongolei“ by Marion Wisotzki, Erna Käppeli and Ernst von Waldenfels (Trescher Verlag) • Galsan Tschinag: „Die Rückkehr“ (Suhrkamp Verlag) and „Das andere Dasein“ (Insel Verlag) • Amélie Schenk: „Das Meckern der Pferdekopfgeige“ (Waldgut Verlag) • The movie „Die Geschichte vom weinenden Kamel“ by Byambasuren Davaa and Luigi Falorni Laudator: Burghard Rauschelbach (GIZ)	ger./eng.
18.00	Urania An der Urania 17 10787 Berlin	Charity Concert with Mongolian Musicians and Artists Hosted by the Embassy of Mongolia	ger.



Saturday, 12 March 2011

Time	Location	Event	Lang.
13.30-14.00	Main stage in hall 4.1	<i>Mystical Gobi – On the track of dinosaurs.</i> Tsolmon Baasai (Active & Adventure Tours Mongolia) Presentation is framed by cultural performances: Mongolian music, traditional throat singing, contortion etc.	ger.
15.00-16.00	Culture Conference Lounge in hall 10.2	<i>The sound of silence – Fairytales and chants from the land of Genghis Khan. A guide to Mongolian music.</i> Overtone singing, long song and horse-head fiddle, accompanied by further musicians from Mongolia. Presented by Prof. Bernhard Wulff (Culture Ambassador of Mongolia, University of Music Freiburg)	ger.

Sunday, 13 March 2011

Time	Location	Event	Lang.
13.30-14.00	Small stage (adventure stage) in hall 4.1	<i>Experience the wilderness on the horseback!</i> Ashihai Travel Presentation is framed by cultural performances: Mongolian music, traditional throat singing, contortion etc.	ger.
15.30-17.30	Palais am Funkturm, hall 19	The Celebration of the Delphic Games – The grand finale of ITB Berlin 2011 Including artists from Mongolia: <ul style="list-style-type: none"> • Photo exhibition „Mongolia – Truly Nomadic“ by Khurelbaatar Togoontumur, Batjargal Anbat and Altangerel Baljir (Gallery ZURAG, Otgonbayar Ershuu, Berlin) • Music group „Arga Bileg“ 	ger./eng.

ger. in German

eng. in English

ger. (eng.) in German, with contributions in English

eng. (ger.) in English, with contributions in German



Information

www.mongoliatourism.gov.mn

www.botschaft-mongolei.de

www.giz.de/tourism

www.itb-berlin.de

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Ministry of Nature, Environment and Tourism, Mongolia

