

Promoting Conventions & Incentives to Israel

The Ministry of Tourism, in cooperation with the Israel Hotel Association and the Israel Incoming Tour Operators Association, is pleased to invite you to a conference on promoting conventions and incentives to Israel.

The conference will be held within the framework of the IMTM Int'l Tourism Fair, on Tuesday, February 7, 2006, at Hall C4, Pavilion No. 1, Israel Trade Fairs & Convention Center, Tel Aviv.

Program

- 13:30-14:00 Registration
- 14:00-14:10 Introduction: Mr. Shmuel Zurel, Moderator
Greetings: Mr. Eli Cohen, Director General, Israel Ministry of Tourism
- 14:10-14:30 "International Conventions in Israel-Overview", Ms. Mira Altman, Director General, ICC Jerusalem Int'l Convention Center *Hebrew
- 14:30-14:50 "Worldwide MICE Industry Trends", Mr. Ray Bloom, Chairman of IMEX *English
- 14:50-15:10 "The Way from a Tourism Destination to a Convention Destination", Ms. Alry Garrigosa, Director, Barcelona Convention Bureau *English
- 15:10-15:30 "Israel Convention Bureau-Why & How to Create It?", Mr. Aris Ikkos, Director, JBR HELLAS, Greece *English
- 15:30-16:15 Panel with speakers and representatives of the MICE industry in Israel *Hebrew/ English

*Simultaneous translation throughout the conference, Hebrew-English-Hebrew

RSVP via Israel Hotel Association.

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