

Business Programme

*draft**

23 April, Wednesday

10.30 am –
12.00 pm

Strategic Plenary Session of the Ministers of Tourism of Central and East Asia
"Tourism Without Borders: Developing Cooperation and Routes in Asia"

Discussion Topics:

- ◆ *Development of Cross-Border Routes: Infrastructure, logistics, visa regimes*
- ◆ *China-Kazakhstan Year of Tourism 2025: New projects, cultural and business cooperation, expected impacts*
- ◆ *Government Support for Tourism: Subsidies, tax incentives, successful national strategies*
- ◆ *Digital Innovations in Tourism: Artificial intelligence, big data, marketing, and country branding*
- ◆ *Sustainable Tourism: Ecology, cultural heritage preservation, balancing mass and exclusive tourism*

Invited Tourism Ministries:

Kazakhstan
China
Thailand
Vietnam
Malaysia
South Korea

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