

## TUESDAY 7 MARCH 2023

### 9.30 – 10.30 a.m. ITB Berlin Opening – Ribbon Cutting Ceremony, hub 27, booth 201

The ceremony will be held at the Georgian stand by the Prime Minister of Georgia, Governing Mayor of Berlin, and the Secretary-General of UNWTO.

### 10.30 – 11.10 a.m. Panel Discussion: Gender Equality in Tourism, Green ITB Berlin Convention Stage, hall 3.1

**Participant:** Nino Zambakhidze, Chairwoman of Georgian Farmers' Association

### 1.00 – 1.45 p.m. Minister Round Table Panel, hall 7.1

H.E. Levan Davitashvili, Vice Prime Minister, Minister of Economy and Sustainable Development of Georgia

### 2.00 p.m. Adventure Hall opening, hall 4.1, Lighthouse Stage

**Panel Discussion:** Adventurous Georgia, Possibilities, Offers and Challenges

#### **Moderator:**

- Natalia Bakhtadze Englaender, Chair of Georgian Ecotourism Association

#### **Participants:**

- Medea Janiashvili, Deputy Head of Georgian National Tourism Administration
- Levan Gogoladze – Sveri adventure camp
- Nick Erkomaishvili, Chair of Georgian Mountain Guide Association
- George Rajebashvili, Wildlife tourism expert

### 3.00 p.m. Press Conference and Country Presentation, CityCube Berlin, room M6

Mariam Kvrivishvili, Deputy Minister of Economy and Sustainable Development of Georgia

### 3.00 p.m. Presentation Highlander Svaneti, Georgia, Adventure hall 4.1

#### **Speakers:**

- Marko Lekan, Global Head of Business Development & Partnerships at Highlander Adventures, Croatia
- Zurab Chikvaidze, Designer and Brand Ambassador at Highlander Svaneti, Georgia

## WEDNESDAY 8 MARCH 2023

### (INTERNATIONAL WOMEN'S DAY)

### 2.00 – 3.00 p.m. Hybrid Studio, hall 5.3 Explore Adventure Tourism in Georgia

#### **Speakers:**

- Urs Wellauer - President Intl. Federation of Mountain Guides Association IFMGA
- Nick Paliani - Freeride Skier and IFMGA Mountain Guide
- Ia Tabagari - Chairwoman of the Georgian Incoming Tour Operators; GM of Lost Ridge Group

### 3.00 – 4.00 p.m. Explore Adventure tourism in Georgia, Event & Networking hour, hall 4.1

## 7 – 9 MARCH 2023 | ALL DAY ACTIVITIES

### ITB MICE HUB, hall 3.1, booth 112

### 10.00 a.m. – 6.00 p.m. Mice Tourism Presentation & Networking by Convention and Exhibition Bureau of Georgia

### GEORGIAN STAND, HUB 27

### 10.00 a.m. – 6.00 p.m. Master classes

- Culinary Master classes
- Embossing on Fabric, Batik (silk painting), Theka, cloisonné enamel, dry tread
- Painting on the clay, painting on stained glass, engraving glass, cloisonné enamel
- Calligraphy master class with Saperavi

### SOUTH ENTRANCE MESSE BERLIN

### 9.30 – 11 a.m. DJ & Coffee

### 4.30 – 6 p.m. DJ & Georgian Wine, Chacha and Lemonade

ITB Berlin will conduct a charity collection during all 3 days to support Georgian Farmers' Association (GFA), an NGO with the mission to strengthen agriculture and agritourism, putting an emphasis on empowering rural women, fostering their economic advancement. A host and hostess will walk the floor with further information, a collection box and some attractive ITB Give-Aways. ITB Berlin will conduct a collection during all 3 days.



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# GEORGIA – OFFICIAL HOST COUNTRY OF ITB BERLIN 2023

#GEORGIAINFINITEHOSPITALITY

6 – 9 March 2023



Georgia  
Infinite Hospitality

Official Host Country ITB Berlin 2023

Messe Berlin

# GEORGIA - INFINITE HOSPITALITY AND INFINITE DIVERSITY

Georgia is the Official Host Country of ITB Berlin 2023. The attractive destination is still an insider tip to be discovered in many parts. The combination of tradition and modernity is evident in Georgia - the first European civilisation, its own alphabet, millennia old history, UNESCO World Heritage Sites and an ancient wine-making tradition blend with the vibrant, modern metropolis of Tbilisi.

Under the motto „Infinite Hospitality“, Georgia presents the defining feature of its national identity at ITB Berlin. For Georgians, „A guest is a gift from God“ is the common thread that runs through all areas of tourism, across all generations.

## Charity campaign of Georgia

Reducing migration through support to women in agritourism. Support GFA and help to stop migration by empowering rural women in agritourism! Your small donation counts and will contribute to changing the lives of rural women to better!



**MONDAY 6 MARCH 2023**

**10.00 a.m.** ITB Berlin Opening Press Conference  
at the Palais am Funkturm

**9.30 a.m.** Photo Opportunity

### Podium ITB Berlin Opening Press Conference:

#### Moderation:

Ms. Katie Gallus

#### Speakers:

- Mr. Dirk Hoffmann, Managing Director, Messe Berlin GmbH
- Mr. Levan Davitashvili, Vice Prime Minister, Minister of Economy and Sustainable Development of Georgia
- Ms. Charuta Fadnis, SVP Research and Product Strategy, Phocuswright
- Mr. Norbert Fiebig, President, German Travel Association (DRV)

**6.00 p.m. OPENING GALA ITB BERLIN 2023,**  
CityCube Berlin – by invitation only

Georgia will delight the invited guests with a Grand Show. Traditional instruments and dancers as well as modern Georgian music will create a great atmosphere in the City Cube.



**6.00 – 6.45 p.m.** Opening Speeches

#### Speakers:

- Dirk Hoffmann, Managing Director, Messe Berlin GmbH
- Franziska Giffey, Governing Mayor of Berlin
- Julia Simpson, President & CEO, World Travel & Tourism Council (WTTC)
- Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO)
- Dr. Robert Habeck (tbc), Vice-Chancellor Federal Republic of Germany, Federal Ministry for Economics Affairs and Climate Action
- H.E. Irakli Garibashvili, Prime Minister of Georgia

**6.45 – 7.30 p.m. Cultural Program**

- Nika Machaidze – Electronic Music performance
- Rustavi – Legendary Georgian Ensemble – „Orovela“ – Traditional Georgian Folk Song
- Georgian National Ballet Sukhishvili – “Tsdo”
- Georgian National Ballet Sukhishvili – “Samaia”
- Rustavi-Legendary Georgian Ensemble – “Shen Khar Venakhi” (12th Century Religious Hymn Written by the Georgian Poet King Demitrious)
- David Evgenidze - Ethno Jazz performance
- Nino Machaidze – Soprano, Georgian Philharmonic Orchestra, Conductor Nikoloz Rachveli – Composition from the Opera “Abesalom & Eteri” by Zakaria Paliashvili
- Dudana Mazmanishvili – Piano Bach - Chaconne
- Rustavi - „Chakrulo“ (A Masterpiece of Georgian Polyphonic Singing)
- Lisa Batiashvili – Violin, Georgian Philharmonic Orchestra, Conductor Nikoloz Rachveli. Medley from Symphonic Works of Giya Kancheli (Lament, Styx). Film-Music Arrangement for Violin, Piano and Orchestra (Dramaturgy by Nikoloz Rachveli)
- Georgian National Ballet Sukhishvili – “Juta”

**7.15 – 10.00 p.m. Reception**  
(Georgian Wine and Cuisine)

