

حكومة إقليم كردستان - العراق
رئاسة مجلس الوزراء
دائرة العلاقات الخارجية
مديرية العلاقات الدولية



Kurdistan Regional Government-Iraq
Council Of Ministers
Department Of Foreign Relations
Directorate of International Relations

حكومة تي هه زيمى كوردستان - عيراق
سه روكايه تي نه نجومه ني وزيران
فه زمانگه ي په يو هه نديه كانى دهره وه
به رتو به برايه تي په يو هه نديه نيوده وله تيه كان

Ref: 4810
30 July 2013

To all Diplomatic and Foreign Representations
Erbil, Kurdistan Region,

Dear Sir/Madam,

The Kurdistan Regional Government (KRG) Department of Foreign Relations presents its compliments to you and writes to you in regards to the Kurdistan International Tourism Conference.

On behalf of the General Board of Tourism, we would like to cordially invite you to attend the Kurdistan International Tourism Conference. The conference will be held in Erbil from 15 to 18 of November 2013.

The aim of the conference is to promote tourism in Kurdistan Region and to carry out long term planning to establish a functioning tourism industry for the benefit of the people of Kurdistan Region.

We would like to seek your kind support to invite companies from your country that are based in Kurdistan Region to join us at this important conference. Please do not hesitate to contact us should you need any kind of assistance to make that happen. Please see attached the conference program.

The Department of Foreign Relations avails itself of this opportunity to assure you of its highest consideration.

Sincerely



Department of Foreign Relations
Kurdistan Regional Government, Iraq

kurdistan International Tourism Conference

15 - 18 Nov, 2013

Rotana Hotel - Erbil, kurdistan Region / Iraq

Categories of Conference Participants:

- **Tourism, travel and airways companies**
- **Hotels and tourism resorts**
- **Univaersities and scientific institutes**
- **Hospitals and health care companies**
- **Land and maritime transportation companies (buses and ships)**
- **Cargo transportation companies (land, air-travel and maritime)**
- **Super markets and malls**
- **Companies specialized in organizing EXPO.s and conferences**
- **Museums**
- **Tourism investment banks**
- **Syndicates and tourism, archeological and trading unions (semi-official)**
- **Government tourism and archeological commissions**
- **Media and tourism press**

An Overview on the Conference:

Conferences and EXPO. serve as a vital pattern of tourism. Having a favorable geographical location and enjoying a nice climate conditions, Kurdistan can be a promising location for hosting international economical, tourism, medical, cultural and other professional events.

Nowadays, tourism is the most rapid developing industry worldwide. It has thus become one of the most significant international trading sectors. From the economical perspective, tourism plays a vital role in boosting the national income, improving the balance of payments, providing an invaluable source of hard currency for the country and employment opportunities and a bridge for attaining development targets.

From a social and cultural perspective, tourism is a dynamic activity linked to the cultural aspect. In other words, it serves as a cultural message, a bridge of communication and a means of introduction and interaction amongst different nations and peoples. Its eventual outcome is communities development and better standard of living for individuals.

From the environmental aspect, tourism helps tourists to satisfy their instinct to see new places, visit fresh sceneries and historical sites, intermingle with new communities and get acquainted with their culture, customs and traditions. For many countries, tourism industry has become the development locomotive and the sole prospect to overcome their economical crises.

Being aware of the importance of this sector, Kurdistan Regional Government has opened the Region's doors wide open for motivated investors particularly in tourism sector. For that purpose, a specific investment law has been enacted for the Region. Any local, Arab or international company may seize the opportunity to realize its investment ambitions in this magnificent tourism spot in the world.

Lately, Kurdistan has witnessed significant progress in the area of tourism industry. This has particularly been noticeable during 2013. Several qualitative local and international tourism hotels, restaurants and

compounds have been established. In the same direction, the existing tourism facilities and archeological sites have been refurbished.

Below are updated statistics on tourism resorts, archeological sites, hotels, restaurants, tourism and airways companies, tourism projects and recreation parks:

SN	Description	Quantity
1-	Tourism and travel companies / bureaus	483
2 -	Hotels Classified	417
3-	Summer resorts in Kurdistan	94
4-	Kurdistan archeological & Religious site	92
5-	Tourism projects and recreation parks	82
6-	International airways	19

Conference Agenda

First Day 15 Nov., 2013

- Arrival of conference participants;
- Pick-up them and escorting them to Rotana Hotel;
- Free time for relaxation and staying overnight at the hotel;

Second Day 16 Nov., 2013

- Early in morning, going out for a field trip visiting Erbil tourism resorts;
- Returning to the hotel in the evening, free time and staying overnight at the hotel;

Third Day 17 Nov., 2013

Starting the conference activities at 10:00 a.m.:

- Inauguration Speech by Representative of Kurdistan Regional Government
- Speech by Tourism General Commission;
- Speech by an official representative of the participants;
- Displaying a documentary reportage on Kurdistan tourism resorts;
- Lunch break;
- Small group meetings/discussions amongst local and international companies and tourism facilities;
- Free evening time and staying overnight at the hotel;

Fourth Day 18 Nov., 2013

- Mobilizing participants to attend the opening ceremony of Iraq Agro-food 2013 Tourism and

Hospitality to be held in Erbil for the period 18 -21 Nov, 2013. The participants will have the opportunity to go around the EXPO hall to visit different sections / booths

- Returning to the hotel in the evening, break and attending an evening concert.
- **Next day:** The participants will enjoy a free time having the choice to depart for their home countries or to stay further in Erbil.

Services to be Extended by the Organizing Company:

Organizing the conference that will be held in Rotana Hotel conference halls :-

- Ensure adequate local and international media coverage for the first international tourism conference activities;
- Booking single or double hotel rooms that meet the participants' demands for four nights including breakfast;

- Pick-up participants at Erbil International Airport and providing transportation from and to the airport;
- Arranging a field trip for the participants to visit Erbil tourism resorts and archeological sites;
- Provision of appropriate transportation means for downtown and field trips;
- Make arrangements for giving a concert during the last night in Rotana Hotel including an open dinner buffet.
- The agenda for the conference day on 17th of Nov., 2013 includes an open lunch buffet, tea and coffee breaks.

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