

The 1<sup>st</sup> OIC International Forum on Islamic Tourism

**THEME: ISLAMIC TOURISM, THE PROSPECTS AND CHALLENGES**

2 - 3 June 2014

Jakarta – Indonesia

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**DRAFT AGENDA**

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**DAY I: 2 June 2014**

- 08.00 – 09.00      **Registration and Coffee Break**
- 09.00 – 10.00      **Opening Ceremony**
- (10.00 – 10.20      **Press Conference)***
- 10.00 – 11.00      **Keynote Speaker**  
**H.E. Secretary General of the OIC**  
**H.E. Minister of Tourism of the Republic of The Gambia – The Chairman of**  
**the OIC Islamic Conference of Tourism Ministers**  
**H.E. Minister of Tourism and Culture of Malaysia**
- 11.00 – 12.00      **SESSION I**  
**Islamic Economy, The New Economic Paradigm**
- 12.00 – 13.30      **Lunch**
- 13.30 – 15.00      **SESSION II**  
**How to Develop a Successful Islamic Tourism Destination**
- 15.00 – 16.30      **SESSION III**  
**Fulfilling the Expectations of Islamic Tourists and Consumers**
- 16.30 – 17.00      **Coffee break**
- 19.00 – 21.00      **Welcome Dinner**

**DAY II: 3 June 2014**

- 09.00 – 10.00      **Registration and Coffee Break**
- 10.00 – 11.30      **SESSION IV**  
**How to Build an Effective Communication to Promote Islamic**  
**Tourism**
- 10.40 – 11.00      **Conclusion and Closing**  
**H.E. Vice Minister of Tourism and Creative Economy**
- 11.00 – 13.00      **Lunch**
- 14.00 – 17.00      **Post Tour**

*this schedule is subject to change*

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**DRAFT PROGRAM**

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**DAY I: 2 June 2014**

08.00 – 09.00      **Registration and Coffee Break**

09.00 – 10.00      **OPENING CEREMONY**

**Report from H.E. Vice Minister of Tourism and Creative Economy – The Chairman of the 1st OIC International Forum on Islamic Tourism**

**Welcome Remarks**

1. H.E. Minister of Tourism and Creative Economy
2. H.E. Chairman of Indonesian Council of Ulama
3. H.E. Secretary General of the OIC
4. H.E. President of the Republic of Indonesia

**(10.00 – 10.20      *Press Conference*)**

10.00 – 11.00      **Keynote Speaker**

Topic: the future of Islamic world and the role of Islamic economy sector in the global economy

5. H.E. Secretary General of the OIC
6. H.E. Minister of Tourism of the Republic of The Gambia – The Chairman of the OIC Islamic Conference of Tourism Ministers
7. H.E. Minister of Tourism and Culture of Malaysia

11.00 – 12.00

**SESSION I**

**Islamic Economy, The New Economic Paradigm:** discussion on growing contribution of Islamic economic sector in supporting socio-economic development and poverty alleviation

Speakers:

8. **Global Head Islamic Capital Markets of Thomson Reuters**  
Topic: Islamic economy and its potential analysis
9. **Chairman of Financial Services Authority of Indonesia (Otorisasi Jasa Keuangan – OJK)**  
Topic: The development of Islamic economy in Indonesia
10. **Vice Minister of Tourism and Creative Economy, Republic of Indonesia**  
Topic: The Concept of the Indonesian Islamic Tourism

12.00 – 13.30      **Lunch**

*this schedule is subject to change*

13.30 – 15.00 **SESSION II**  
**How to Develop a Successful Islamic Tourism Destination:** the policy and strategy behind the success of integrating Islamic values in tourism activities

Speakers:

11. **CEO Crescentrating**

Topic: What does it take to be a Muslim friendly destination?

12. **Director General of Islamic Tourism Center** – Ministry of Tourism & Culture of Malaysia

13. **Vice Minister of Transport & Tourism** – Ministry of Land, Infrastructure, Transport and Tourism of Japan

14. **Director General of Tourism Destination Development** – Ministry of Tourism & Creative Economy of the Republic of Indonesia

Topic: the policy and strategy in developing such Islamic products and services

15.00 – 16.30 **SESSION III**  
**Fulfilling the Expectations of Islamic Tourists and Consumers:** what do they expect and how to deliver the products as well as the services?

Speakers:

15. **President Director of PT. Nestlé Indonesia**

16. **President Director of PT. Indofood**

17. **President Commissioner of PT. Sofyan Hotels Tbk**

18. **President Director of Sariayu Martha Tilaar group**

19. **Chairman of Indonesia Moslem Fashion Association**

20. **President Director of KPJ Healthcare Berhad**

16.30 – 17.00 **Coffee Break**

**[END OF DAY 1]**

**DAY II: 3 June 2014**

09.00 – 10.00 **Registration and Coffee Break**

10.00 - 11.30 **SESSION IV**  
**How to Build an Effective Communication to Promote Islamic Tourism:** finding the right branding and positioning strategy to market the Islamic tourism

Speakers:

21. **President Director of Ogilvy Public Relations Indonesia**

22. **President Director of Dinar Standard**

11.30 – 12.00 **Conclusion and Closing**  
**H.E. Vice Minister of Tourism and Creative Economy**

12.00 – 13.30 **Lunch**

**[END OF DAY 2]**

*this schedule is subject to change*