

Program: Tourism Forum

COLORS OF ISRAEL
JUNE 30, 2017 8:30 am to 11:00 am
Marco Polo Plaza, Cebu City Philippines

Schedule	Item	Prospect Speaker/Panelists	Remarks
8:30 – 9:00am	Registration & Networking over Snacks		
9:00 – 9:05 am	Welcome Remarks		5 minutes
9:05 – 9:10am	Introduction of Moderator		5 minutes
9:10 – 9:25am	Overview of Israel	HASSAN MADAH Director, Israel Ministry of Tourism India and Philippines	15 minutes presentation
9:25 – 9:30am	Pilgrimage Tourism: A glimpse of Holy Land		5 minutes presentation
9:30 – 9:40am	Break		10 minutes
9:40 - 9:50am	Short talk about Experience in Israel	ROSE FOSTANES Winner of the X-factor Israel (1 st Season)	10 minutes
9:50 - 9:55am	Performance by Rose Fostanes		5 minutes
9:55 - 10:00am	Gastronomy Tourism: A journey to local and famous food in Israel	HASSAN MADAH Director, Israel Ministry of Tourism India and Philippines	5 minutes presentation
10:00 – 10:25am	Panel Discussion and Q&A with the audience		25 minutes discussion
10:25 – 10:45 am	End of Program, Networking		20 minutes
10:45 – 11:00am	Press Con/ Media Interviews		15 minutes