**– FAIR PROGRAMME –**

**AGROTRAVEL&Active Life
10 INTERNATIONAL RURAL AND ACTIVE TOURISM FAIR**

**Kielce, 20-22 APRIL 2018**

**KIELCE TRADE FAIRS, ul. Zakładowa 1**

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| **DAY 1, Friday, 20 April 2018** |
| **Place** | **Time** | **Event** |
| *Kielce Trade Fair S.A. and the Congress Centre* |
| **A Hall****KIELCE TRADE FAIR** | **10:00 - 18:00** | * Presentations of the holiday offer in the countryside, active tourism,as well as products and services supporting a healthy lifestyle
* Regional products and crafts fair
* Competition for visitors
 |
| **OMEGA HALLCongress Centre** | **10:00 - 11:00** | **FAIR and Conference Opening Ceremony** |
| **OMEGA HALLCongress Centre** | **10:40 - 14:30** | International Conference:***TOURIST TERRITORIAL BRAND Creation – Development – Promotion. PRO-HEALTH AND ACTIVE TOURISM Trends – Challenges - Specializations*** |
| **Congress Centre TETA HALL** | **12:00 - 12:45** | **Press Conference** |
| **Centrum Kongresowe****Sala DELTA** | **15:15 - 17:30** | **B2B**  |
| **Centrum Kongresowe****Sala TETA** | **15:15 - 17:30** | Workshop: Searching for Communal Brands |
| *BEST WESTERN Grand Hotel Kielce, ul.  H. Sienkiewicza 78* |
| **Banquet Hall**  | **19:00** | *Ceremonial Award Gala - by Invitation Only* |

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| **DAY 2, Saturday, 21 April 2018** |
| **Place** | **Time** | **Event** |
| *Kielce Trade Fair S.A. and the Congress Centre* |
| **HALL AKIELCE TRADE FAIR** | **10:00-18:00** | * Presentations of the holiday offer in the countryside, active tourism, as well as products and services supporting a healthy lifestyle
* Regional products and crafts fair
* Competition for visitors
 |
| **BETA HALLCongress Centre** | **10:00 - 13:30** | **Workshops:*** Green Velo Brand - Management and Development
* How to Effectively Manage a Network Product. Case study: Dutch Cycling Routes
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| **GAMMA HALL****Congress Centre** | **10:00-13:30** | **Workshop:*** Searching Inspiration for the Unique Agro-Business Offer - Good Practices
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| **DETA HALL****Congress Centre** | **10:00 - 13:30** | **Workshops:*** The Świętokrzyskie Umbrella Brand and Local Sub-Brands. WITH LEADER for Health
* Tourist Destination Brand, Example of Ukraine and Odessa
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| **TETA HALLCongress Centre** | **10:00 - 13:30** | **Workshops:*** Wellnes in Active Tourism
* Vinnica Oblast - Immerse Yourself in New Impressions
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| **DAY 3, Sunday, 22 April 2018** |
| **Place** | **Time** | **Event** |
| *Kielce Trade Fair S.A. and the Congress Centre* |
| **HALL AKIELCE TRADE FAIRS** | **10:00-16:00** | * Presentations of the holiday offer in the countryside, active tourism, as well as products and services supporting a healthy lifestyle
* Regional products and crafts fair
* Competition for visitors
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