**– 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 HALL Congress Centre** | **10:00 - 11:00** | **FAIR and Conference Opening Ceremony** |
| **OMEGA HALL Congress 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 A 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 |
| **BETA HALL Congress Centre** | **10:00 - 13:30** | **Workshops:**   * Green Velo Brand - Management and Development * How to Effectively Manage a Network Product. Case study: Dutch Cycling Routes |
| **GAMMA HALL**  **Congress Centre** | **10:00-13:30** | **Workshop:**   * Searching Inspiration for the Unique Agro-Business Offer - Good Practices |
| **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 |
| **TETA HALL Congress Centre** | **10:00 - 13:30** | **Workshops:**   * Wellnes in Active Tourism * Vinnica Oblast - Immerse Yourself in New Impressions |
| **DAY 3, Sunday, 22 April 2018** | | |
| **Place** | **Time** | **Event** |
| *Kielce Trade Fair S.A. and the Congress Centre* | | |
| **HALL A KIELCE 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 |

