

時間 Time

108年10月23日(三) 09:30-16:05 09:30-16:05,Wednesday, October 23, 2019

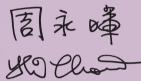
地點 Venue

交通運輸研究所大樓國際會議廳(臺北市松山區敦化北路240號B1) B1 International Conference Hall of the Institute of Transportation Building, No.240, Dunhua North Road, Songshan District, Taipei City.

## 誠摯邀請您蒞臨指導

交通部觀光局局長

Director General of Tourism Bureau, MOTC



## 議程 Agenda

09:00~09:30	報到 Registration
09:30~10:00	開場及貴賓致詞 Opening Remarks
10:00~10:40	專題演講:國際穆斯林旅遊趨勢 Trend on World's Muslim Travel
10:40~11:00	穆斯林旅遊(馬來西亞)國際行銷分享 International Marketing Cases (Malaysia) on Muslim Travel
11:00~11:20	穆斯林旅遊(印尼)國際行銷分享 International Marketing Cases (Indonesia) on Muslim Travel
11:20~11:40	中場休息 Tea Break
11:40~12:10	綜合座談 Panel Discussion
12:10~13:30	午餐 Lunch
13:30~14:10	專題演講:臺灣總體穆斯林旅遊環境現況與挑戰 Current Status and Challenges for Overall Muslim Travel Environment in Taiwan
14:10~14:30	專題演講:臺灣清真產業國際化現況與挑戰 Current Status and Challenges for Internationalization on Halal Industries in Taiwan
14:30~14:45	開拓穆斯林市場(印尼)及接待穆斯林旅客實務經驗分享 Experience Sharing on Exploring Muslim Market (Indonesia) and Receiving Muslim Tourists
14:45~15:00	開拓穆斯林市場(馬來西亞)及接待穆斯林旅客實務經驗分享 Experience Sharing on Exploring Muslim Market (Malaysia) and Receiving Muslim Tourists
15:00~15:15	開拓穆斯林市場及接待穆斯林旅客實務經驗分享(穆斯林友善餐旅認證旅館業) Experience Sharing from Muslim Friendly Certified Hotels and Restaurants
15:15~15:35	中場休息 Tea Break
15:35~16:05	綜合座談 Panel Discussion

誠摯邀請您與會

敬請於10月17日(星期四)前, 掃描QR Code填寫報名表。 Please scan QR Code to fill in registration form by October 17.

