



穆斯林 國際研討會 Muslim Seminar 2019

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

周永暉

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.



INVITATION