



SKÅL INTERNATIONAL

International Association of Travel and Tourism Professionals
Founded 1934

Turku 10.3.2011.

Dear Skålleague,

Winter greetings from Turku, where preparations for the 72nd World congress are at full speed!

We are the first congress to introduce our skålleagues more business opportunities than ever. The set up is fully comparable with the report from the task force committee introduced to us at the general assembly of the Sydney congress. According to the report, we would all like to live up to the slogan "Doing business among friends" and to discuss important issues around the tourism industry. Turku congress will combine familiar business opportunities with these wishes during Wednesday, 21.9.2011.

The morning will be kicked off with a **Tourism Forum focusing on "The future of Tourism"**. Among the key note speakers will be Professor Alf Rehn from Åbo Akademi University in Turku. Alf is ranked #13 among the Thinkers 50, the listing of world's top business thinkers. He will shake the way you think about tourism from his speech on! Wednesday **afternoon will be dedicated to B2B** work shop as usual. Each country will have one table free of charge and additional tables can be booked via Skål International Torremolinos according to their instructions released later.

So - What's new?

There will be a **full day Skål Trade Show on 21.9**. The trade show will be build to Turku Fair and Congress Center, where all the delegates will spend the day attending the Tourism Forum, enjoying the lunch and attending the B2B work shop. The Skål Trade Show will offer our sponsors and other business partners the possibility to introduce their products and services to all of our congress delegates.

We are now offering you the opportunity to book a 6m2 stand to present e.g. your club, the national committee, a Skål business or maybe a bid for future congresses. Please find attached the layout of the trade show area as well as technical information about the stand.

Other marketing opportunities

We also offer you opportunities to market e.g. future bids or your business by sponsoring a coffee break or a lunch during the congress week. These marketing opportunities can be tailored to suit your needs entirely.

For information about the trade show stand prices, booking details and sponsorship opportunities, please contact Club President Susanna Saari at susanna.saari@turkuamk.fi

Best regards & Skål,

Skål International Turku Congress Team

PS. The registration is now open. We are also happy to announce that Air Baltic will be the preferred airline. More details about their rates and the routes at congress website www.skal2011.com

SKÅL INTERNATIONAL TURKU ry. FINLAND



<http://www.skal2011.com>