

Ten Tourism Ministers and Heads of Seven International Tourism Organizations Attends

The 9th TEJ Ministerial Roundtable

Date & Time: September 24 (Thu.) 14:10- 16:10

Venue: Tokyo Big Sight, Conference Tower, 6th Floor, Conference Rooms 605-608

The Japan Travel and Tourism Association (JTTA), the Japan Association of Travel Agents (JATA), and the Japan National Tourism Organization (JNTO), in collaboration with UN Tourism, will hold the "9th TEJ Ministerial Roundtable" on the first day of "Tourism EXPO Japan 2026," which will take place from September 24 to 27.

This year's program will consist of two sessions, bringing together tourism ministers and leaders of international tourism organizations from around the world.

The first session, the Tourism Ministerial Roundtable, will bring together 16 high-level representatives, including tourism ministers and vice ministers from 10 countries. Representing Japan, Norio Kimura, Commissioner of the Japan Tourism Agency, Ministry of Land, Infrastructure, Transport and Tourism, will deliver a keynote address titled "Reimagining the Future of Tourism - Investment Strategies for Regenerative Tourism".

The second session, the World Tourism Leaders Roundtable, will bring together six leaders representing six international tourism organizations to exchange perspectives on the future of global tourism and discuss key issues shaping the industry.

The TEJ Ministerial Roundtable will also be livestreamed on the official Tourism EXPO Japan YouTube channel: (<https://www.t-expo.jp/>).

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Session 1: Tourism Ministerial Roundtable | 14:10-15:10

■ Theme: "Reimagining the Future of Tourism - Investment Strategies for Regenerative Tourism"

■ Moderator: Ms. Marjorie Dewey President, Connect Worldwide Japan Co., Ltd.

■ Panelists: World Tourism Ministers, UN Tourism

■ Participating Countries: Bhutan/ Cambodia/ Egypt/Georgia/Hellenic Republic(Greece)
Japan/ Jordan/Kyrgyz / Philippines/Tanzania

Session 2: World Tourism Leaders Roundtable | 15:20-16:10

■ Moderator: Mr. Patrick Harlan

■ Chairs: Mr. Ion Vilcu, Director of the Affiliate Members and Public- Private Collaboration Department, UN Tourism

Mr. Tadashi Kaneko, Director, Regional Support Office for Asia and the Pacific
UN Tourism

■ Participating Organizations: Pacific Asia Travel Association (PATA)/European Travel Commission (ETC)/Adventure Travel Trade Association (ATTA)/Economic Research Institute for ASEAN and East Asia (ERIA)/Representatives of the Organizers

【Tourism EXPO Japan Promotion Office】

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