

Ost-Ausschuss der Deutschen Wirtschaft - 11053 Berlin

Vorstand + Präsidium
Mitgliederversammlung
Länderverteiler Südosteuropa
Ausgewählte Aussteller ITB

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Unser Zeichen

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“The meaning of Standards and Quality Management in the Tourism Sector of South-East Europe”, Working Session – Supporting event of the World’s Leading Travel Trade Show – ITB Berlin, 8 March 2013

Dear Sir or Madam,

experts of tourism industry from different Western Balkan States will present their experiences with the implementation of quality standards and quality management in the framework of a working session with German representatives of the tourism sector. The education and training of qualified personnel is of great importance in this process.

We would like to invite you to take part in this debate which is organized by the Committee on Eastern European Economic Relations (Ost-Ausschuss der Deutschen Wirtschaft) within the scope of a collaborative project with Messe Berlin GmbH at the World’s Leading Travel Trade Show – ITB Berlin:

**“The meaning of Standards and Quality Management
in the Tourism Sector of South-East Europe”
8 March 2013, from 10 am to 12 noon
ICC Berlin, Room 44**

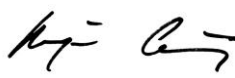
Through this debate, the exchange of already existing solutions should be promoted and new suggestions for the education and training of personnel should be developed. In relation to that, interested German companies will have the chance to get an insight into the touristic destinations of the region and the opportunity to discover new target areas.

Enclosed you will find the program as well as the registration form for the above mentioned conference. We would be glad to welcome you in Berlin on 8.3.2013. The participation is free of charge. Conference language will be English.

With kind regards,



Prof. Dr. Rainer Lindner
Executive Director



Anja Quiring
Regional Director South Eastern Europe

Träger:

Bundesverband der Deutschen Industrie e.V.

Bundesverband deutscher Banken e.V.

Gesamtverband der Deutschen Versicherungswirtschaft e.V.

Zentralverband des Deutschen Handwerks e.V.

Außenhandelsvereinigung des Deutschen Einzelhandels e.V.

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Enclosure