



PRESS RELEASE

Athens, 15 June 2016

Joint ICBSS-GEBC Event on

Tourism Development along the Silk Road. Promoting Economic and Intercultural Linkages

The **International Centre for Black Sea Studies (ICBSS)** and the **Greek-Eurasian Business Council (GEBC)** successfully organized the Round Table Discussion on “**Tourism Development along the Silk Road. Promoting Economic & Intercultural Linkages**” on **14 June 2016**, at B&M Theocharakis Foundation for the Fine Arts and Music, in Athens.

Opening the event, the **GEBC President, Mr. Spyros Kouvelis** and the **ICBSS Director General, Dr. Zefi Dimadama**, stressed the significance of creating synergies to achieve common goals, in particular sustainable development and economic growth.

Following, via video message, **Mr. Alexandros Angelopoulos**, CEO of Aldemar Group & Vice-President of GEBC, opened the circle of speakers’ interventions with an outline of the Silk Road route, focusing on tourism and cultural connections between continents and countries. **Dr. Oguz Demir**, Chair of the Economists Association & Director of the EU Research Centre of the Istanbul Commerce University, introduced participants with the innovative tool, “Black Sea Silk Road Platform”, an informative application focusing on four Silk Road countries, Georgia, Armenia, Turkey and Greece. On behalf of Global Sustainable Tourism Council, **Mr. Ioannis Pappas**, CEO & Co-Founder of Green Evolution SA, highlighted the importance of environmental consciousness in tourism, a new trend that seems to be gaining ground on tourists' preferences, hence it should not be neglected in our region. Last but not least, **Mr. Kostas Barzalis**, President of Renti Tours, offered participants a virtual visit to Kazakhstan with a video dedicated to the upcoming 2017 Expo in Astana.

The stimulating interactive discussion that closed the event was merely a first step and food for thought for similar future events.

The ICBSS and the GEBC would like to cordially thank all the embassies, institutes, universities, businesses and individuals for their support and positive reaction to this event. Special thanks go to the Embassies of Azerbaijan, Georgia, Kazakhstan and Turkey, in Athens, for their kind offers of dissemination material for participants.

The event was held with the support of the **B&M Theocharakis Foundation**. The **Athens News Agency - Macedonian Press Agency (ANA-MPA)** covered the event as media sponsor.

International Centre for Black Sea Studies

4 Xenofontos str.,
105 57 Athens, Greece
T +30 210 3242321

icbss@icbss.org | www.icbss.org

Greek Eurasian Business Council

35 Vassilissis Sofias ave.,
106 75, Athens, Greece
T +30 210 7234175

info@gebc.gr | www.gebc.gr



About the Organizers

International Centre for Black Sea Studies (ICBSS)

Founded in 1998 as a non-profit organisation, the ICBSS is an independent research and training institution and a related body of the Organization of the Black Sea Economic Cooperation (BSEC). Through its various activities, the Centre promotes knowledge and fosters multilateral cooperation among the BSEC member states as well as with their international partners.

Greek-Eurasian Business Council (GEBC)

Established in September 2014 in Athens, the GEBC aims to support and enhance bilateral business relations between Greece and the member states of the Eurasian Economic Union, including private commercial enterprises, foreign trade agencies, investors, SMEs, organizations, individuals, as well as others with business interests in the aforementioned markets.

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