

Monday 22nd September 2014

7:30am – 9:00am	Registration		
9:00am - 9:15am	Quran Recitation and Introduction		
9:15am – 10:30am	<p>Welcome Remarks</p> <p>The Potential of Halal Tourism in Europe</p> <p>The Legacy of Al Andalus the Muslim Attraction</p>		
10:30am –11:00am	Coffee Break and Networking		
11:00am – 13:00	<p>The Global Islamic Economy and Halal Tourism –</p> <p>Halal Friendly Travel – Understanding the Market</p> <p>Muslim Lifestyles – How to enter the market</p>		
13:00 – 14:30	Lunch, Networking and Prayer		
14:30 – 15:30	<p>Workshop Number 1</p> <p>Alsasha Environment</p> <p>Blending Halal Tourism and Eco Friendly Practices</p> <p>“Halal Friendly Eco – Accommodation in Islamic Countries”</p>	<p>Workshop Number 2</p> <p>Serendipity Travel</p> <p>Preserving Luxury in Halal Tourism</p>	<p>Workshop Number 3</p> <p>Kuoni (TBC)</p> <p>DMC’s</p>
15:30 -16:30	<p>Developing Halal Services : Exploring the impact of labeling and terminology</p> <p>Is Halal the future for mainstream tourism: Current Travel Trends and Future destinations</p>		
16:30 – 17:15	Panel Discussion – Halal Hotels: successes and challenges		
17:15 – 17:30	Closing Remarks		

Tuesday 22nd September 2014

8:00am – 9:00am	Coffee and Welcome		
9:00am – 9:15am	Welcome address		
9:15am – 11:00am	The role of halal certification and ratings in creating a halal friendly experience How to attract the Muslim Tourist – Communicating your message through branding, PR and Social Media		
11:00am – 11:30am	Coffee Break and Networking		
11:30am – 13:00	Panel Discussion - Diversifying the offer for Muslim Tourists		
13:00 – 14:30	Lunch, Workshops, Prayers and Networking		
14:30 – 15:30	<p>Workshop 1</p> <p>Halal Institute Spain</p> <p>Becoming Halal certified – The offer for Spanish Companies</p>	<p>Workshop 2</p> <p>Halal Booking</p> <p>Developing Andalusia as a Twin-Centre halal holiday destination: City Break + Beach Resort or Villas Resort</p>	<p>Workshop 3</p> <p>Halal Italia</p> <p>Halal Tourism in Italy and the Muslim hospitality Project</p>
15:30 – 16:30	Compliance in Halal Tourism (TBC)		
	Airports and Airlines – adding to the experience		
16:30 – 17:00	Closing remarks		