



For Immediate Release

UNESCO Global Geopark promotion in International Tourism Exhibition marks the first time in Asia to promote sustainable and green tourism destinations

(June 4th, 2018, Hong Kong) The UNESCO Global Geopark, which commits to promoting geological and nature conservation as well as sustainable tourism, entered the Hong Kong International Tourism Exhibition (ITE) for the first time this year and to make Hong Kong as the promotion hub for Asia Pacific Region. Prof. Setsuya NAKADA, Elected Chair of the UNESCO Global Geoparks Advisory Committee, together with Geopark managers and experts from Germany, Japan and China, travel all the way to the city to promote "Global Sustainable Tourism Destinations". The new era of sustainable tourism model allows you to have a deep and profound understanding of the beauty of nature, as well as historical and cultural stories of different countries.

Comprising the concurrently held 32nd ITE (leisure) and 13th ITE MICE, ITE Hong Kong 2018 will be held from June 14 to 17 in the Hong Kong Convention & Exhibition Centre. The first two days are for trade only, and the last two days are open to the public.

Geological significance of nature, relics, culture and gastronomy

Located at W101 in Hall 1E, the UNESCO Global Geoparks pavilion is surrounded by hexagonal rock columns. It not only introduces the sea and land treks to the Hong Kong Geopark, but also showcases how the natural ecology, geological relics and intangible cultural heritage of Global Geoparks combine as a new concept of geo-tourism. Apart from the exhibition and multi-media areas, there will be specialists from all over the world to conduct on-site introduction and will distribute postcards as a souvenir for the public. What's more, the organizer joined hands with HK DISCOVERY to launch a mobile application that is specifically designed for Hong Kong Geopark. Application demo will be conducted to visitors to promote the uniqueness of "Geopark in the City".

2018 List of new UNESCO Global Geoparks

The list of new UNESCO Global Geopark this year will also be displayed at the exhibition. The 13 new members are located in Asia, Africa, Europe and North America, including Percé, Canada, Ngorongoro Lengai, Tanzania, Conca de Tremp-Montsec, Spain, Guangwushan-Nuoshuihe, China and Izu Peninsula, Japan, each fully demonstrate the earth's geological diversity.

About UNESCO Global Geoparks

The Global Geoparks Network is an international association which includes 140 UNESCO Global Geoparks in 38 countries. The Geoparks are recognized for the international value of their geological heritage sites and landscapes and are promoted as sustainable and green tourism destinations. UNESCO Global Geoparks offer visitors high-quality tourist products and activities to encourage visitors to discover hidden natural treasures and enjoy the natural and cultural heritage, local traditions, products and gastronomy of the Geopark communities, inspired by the close relationship between people and nature.

Website : www.globalgeopark.org

Experts sharing on trade and public seminars

Apart from staging a pavilion, the comprehensive promotion also includes an international forum on Trade day and a seminar on Public day. Prof. Setsuya NAKADA, Elected Chair of the UNESCO Global Geoparks Advisory Committee, Dr. Marie Luise FREY, Managing Director of Messel Pit UNESCO World Natural Heritage Site, Germany, Dr. WANG Lulin , Geoheritage Research Centre of China University of Geosciences, Beijing and Ms. Kana FURUSAWA, Vice Secretary General of Japanese Geoparks Network will appear in the international forum on Trade day (June 14th) to talk about the reasons for UNESCO Global Geoparks to be great destinations for sustainable tourism.

While on Public day (June 16th), Mr ZENG Guang-ge from Beijing Yanqing Global Geopark Management Office will share on the peculiar geological landscapes and picturesque natural beauties of Yanqing UNESCO Global Geopark, as well as a sound eco-environment and brilliant cultural history. The flourishing plants and numerous dinosaurs living during the period of Yanshanian movement have left abundant silicified woods and dinosaur footprints that make the place even more fascinating.

Seminars details:

Date & Time	Content	Speakers	Venue
14 June 14:30-17:30 (Trade Seminars)	UNESCO Global Geoparks - Sustainable Tourism Destinations	Prof. Setsuya NAKADA (Japan), Dr. Marie Luise FREY (Germany), Dr. WANG Lulin (China) and Ms. Kana FURUSAWA (Japan)	Forum E
16 June 12:30-13:00 (Public Seminars)	Where Dinosaurs Walked About - Yanqing UNESCO Global Geopark	Mr. ZENG Guang-ge	Forum E

High-resolution photos can be downloaded here: <https://goo.gl/g8hUST>

Hong Kong International Tourism Exhibition – UNESCO Global Geoparks Pavilion

Opening hours:

Trade Day: June 14th-15th (10am-6pm)

Public Day: June 16th (10am-7pm)

June 17th (10am-5pm)

Location: W101 at Hall 1E, Hong Kong Convention and Exhibition Centre

This press release is issued by HK DISCOVERY. For more information, please contact:

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