



**GMS NTOs' Meeting**  
**Ha Noi, Viet Nam**  
13.00-15.00 hrs.  
7-8 January 2009, Daewoo Hotel  
Ha noi, Viet Nam

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**PROVISIONAL AGENDA**

- Agenda Item 1:** Welcome Address by Mr. Tran Chien Thang, Deputy Minister, Chairman of Vietnam National Administration of Tourism
- Agenda Item 2:** Adoption of Meeting Agenda
- Agenda Item 3:** Business Arrangements
- Agenda Item 4:** MTCO administration

(1) Recruitment of Executive Director

*Thailand, the host country of ED recruitment, may wish to brief the Meeting of the interview outcome and to recall the Meeting of the TOR of the ED. In particular, the Meeting may wish to discuss and consider the following*

- Tenure of ED
- Responsibilities of ED

*The Meeting may wish to acknowledge the recruitment of MTCO Executive Director.*

(2) Assessment of Performance of MTCO Project Coordinator

*The Meeting may wish to consider the assessment form proposed by MTCO Project Coordinator, the result of assessment will be discussed at the next TWG meeting.*

(3) Use of MTCO budget

*The Meeting may wish MTCO to brief the financial report as of 15 January 2009, discuss and consider the following:*

- Status and commitment of contribution by Member Countries.
- Allocation and use of the MTCO budget.

(4) Rotation of location of MTCO

*Myanmar may wish to recall the meeting of the agreement of the GMS TWG 22 held in Naw Pyi Taw on 17 October 2008. The Meeting may wish to discuss and consider the following:*

- Office duration
- Office host

**Agenda Item 5:** Progress Report on Tourism Marketing Plan

*MTCO, as the coordinating agency on this programme may wish to brief the Meeting on the Tourism Marketing Plan in the years 2009-2010 and report on the development of marketing website as well as the booking engine on the marketing website done by consultants. Thailand, as the leading country on this initiative may wish to brief the Meeting on the outcomes of launching Visit Mekong Years on 31 December 2008 in Thailand, promotion brochures printed by Thailand and the plan to promote Mekong Tourism into single destination throughout two years, especially along East West Corridor. The Meeting may wish to discuss and consider the following*

- (1) Tourism marketing activities proposed by MTCO to be funded by the marketing fund or the contribution from GMS Member Countries by MTCO Executive Director.
- (2) Update on the marketing website by Softech Business Solutions.
- (3) Marketing website booking engine presented by GenaRes Asia Pte Ltd
- (4) Preparations for Launching of Visit Mekong Year 2009 - 2010 by Thailand.

*Member Countries will consider to launch the promotion website and adopt the marketing plans proposed by MTCO and Thailand.*

**Agenda Item 6:** Progress Report on Tourism Development Plan and the MTCO development website

*Ms. Christine Jacquemin, MTCO project coordinator, may wish to report the Meeting on the outcomes of workshops related to the priority projects and present development website. Member Countries will discuss their expectation from MTCO.*

**Agenda Item 7:** Review of draft Agenda of GMS Tourism Ministers' Meeting

*The Meeting will consider and adopt draft Agenda of GMS Tourism Ministers' Meeting presented by MTCO Executive Director. Vietnam may wish to inform the Meeting of logistical arrangements for the 2<sup>nd</sup> GMS Tourism Ministers' Meeting.*

**Agenda Item 8:** Review of draft GMS Tourism Ministers' Meeting Joint Statement

*The Meeting will consider and adopt draft GMS Tourism Ministers' Meeting Joint Statement presented by MTCO Executive Director.*

**Agenda Item 9:** Arrangements for Mekong Media Briefing

*Vietnam may wish to inform the Meeting of venue arrangement and MTCO will inform the Meeting of its own preparations. The Meeting will consider and adopt the agenda and contents of Mekong Media Briefing prepared by MTCO.*

**Agenda Item 10:** Date and venue of the 23<sup>rd</sup> GMS TWG Meeting

*Thailand may wish to inform the Meeting of the venue and date of the 23<sup>rd</sup> TWG Meeting in her country. The Meeting is scheduled to be held on 15 May 2009.*

**Agenda Item 11:** Consideration and Adoption of the Report.

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