



72nd SKAL INTERNATIONAL WORLD CONGRESS
TURKU. 2011. NATURALLY.

“Doing Business Among Friends”

New ideas & business opportunities
for all Skålleagues

Turku, 21.9.2011.

Experience something new

- For the first time ever there will be a proper Skål Trade Show during the world congress
- Wednesday 21.9. will be dedicated for enhancing the future of tourism during the Tourism Forum as well as doing business among friends at the brand new “Skål Trade Show” and the already traditional B2B workshop!

Future Trends in Tourism

- Wednesday 21.9. will kick off with a Tourism Forum focusing on “**Future Trends in Tourism**”
- Among the key notes will be Professor Alf Rehn – ranked # 13 on the “*Thinkers 50, the definitive listing of worlds TOP 50 business thinkers*” Alf comes from Turku and is not afraid to shake the way you think! (www.alfrehn.com)



B2B Workshop

- Wednesday afternoon will be dedicated to B2B Workshop
- B2B is a peaceful world of its own located on the second floor of the congress centre where the main meeting room is furnished with tables for each country.
- Two separate meeting rooms are reserved for individual/group negotiations.
- The lobby also offers surroundings for a nice cup of coffee and B2B talks.
- We have reserved one (1) free table for each Skål country attending the congress. Additional tables can be reserved at 50€ / table.

B2B workshop

Lobby



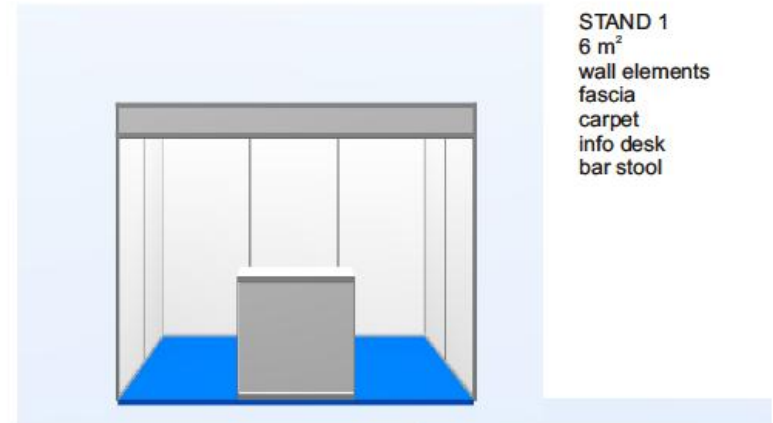
Meeting Room



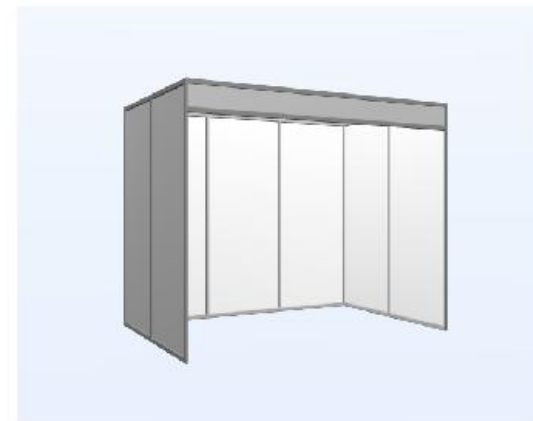
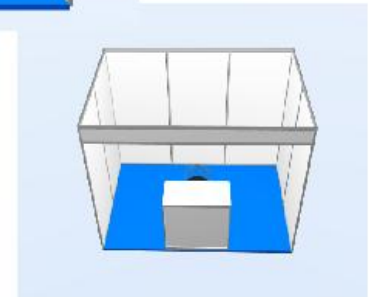
Trade Show 21.9.2011.

- During the entire Wednesday there will be a Skål Trade Show where individual businesses, Skål clubs, National committees, congress sponsors, etc. will be able to display their products & services
- The lobby of Turku Fair and Congress Center offers a suitable setting for this Trade Show.

Trade Show Stands



STAND 1
6 m²
wall elements
fascia
carpet
info desk
bar stool



STAND 2
6 m²
wall elements
fascia

Interested?

- B2B tables will be reserved via Skål International Torremolinos as usual. Keep your eye on www.skål2011.com for more details and how to book.
- For further details about the Trade Show stands and prices please contact:
- Susanna.saari@turkuamk.fi