

London, August 26th, 2025

His Excellency Erkki Keldo

Minister of Economy and Industry
Republic of Estonia

Your Excellency,

On behalf of the World Tourism Forum Institute (WTFI), it is my great honor to extend to you an invitation to join us as a Distinguished Speaker at the **Global Ministers' Summit** during the **Global Tourism Forum Annual Meeting 2025**, taking place **20–21 October 2025** in Brussels, Belgium.

The Summit session, **“Europe Reimagined: Heritage Meets High-Tech – Leading the Tourism Transformation”**, will convene tourism ministers from across the region to exchange strategic perspectives on building resilience, harnessing cultural power, and fostering inclusive growth in the tourism sector by 2030.

In recognition of your leadership in advancing Republic of Estonia's tourism sector, strengthening resilience, and positioning Republic of Estonia as a cultural and economic powerhouse in the global tourism landscape, we believe your insights would add exceptional value to this strategic dialogue.

I am also pleased to share that **Her Excellency Shaikha Nasser Al Nowais, the newly elected Secretary-General of UN Tourism for the 2026–2029 mandate**, has already confirmed her participation at the pretigious event, which will further enrich this high-level dialogue.

The Annual Meeting 2025, themed **“Redefining Tourism in a Changing World”**, is the flagship event of World Travel Week in Brussels, bringing together Heads of State, Ministers, policymakers, investors, and global industry leaders to shape the future of tourism in this era of transformation.

You may find the tentative agenda and event details here:

 <https://globaltourismforum.org>

We would be deeply honored by your participation and would greatly appreciate confirmation of your availability at your earliest convenience. Should your office require any further information, our team remains at your full disposal.

With the highest consideration and respect,



Bulut BAGCI
President, World Tourism Forum Institute (WTFI)
London, United Kingdom