



1st INVESTOUR Workshop on Financing in the tourism Sector

Casa África Headquarters
Las Palmas de Gran Canaria, Spain

Date: 16-17 October 2017

CONCEPT NOTE AND PROVISIONAL PROGRAMME



Sponsors and Partners:



CONCEPT NOTE

The organizers of INVESTOUR will hold the **first workshop on financing in the Tourism Sector**, ahead of the 9th edition of INVESTOUR 2018. The workshop is scheduled to take place from **16 - 17 October 2017** in **Casa África Headquarters in Las Palmas de Gran Canaria, Spain**.

INVESTOUR is the annual Tourism Investment and Business Forum for Africa, jointly organized by the World Tourism Organization (UNWTO), the International Tourism Trade Fair of Madrid (IFEMA/FITUR) and Casa África (organization representing the Government of Spain).

UNWTO is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. UNWTO promotes tourism as a driver of economic growth, inclusive development, and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

FITUR is a global meeting point for tourism professionals and the leading trade fair for inbound and outbound international markets.

Casa África's activity forms part of the Government's foreign policy as a public and economic diplomacy tool. It aims at promoting good understanding and trust between Spain and Africa.

This workshop aims to assist the African public and private sector entrepreneurs to attract feasible investment for small scale sustainable tourism projects and to transfer these skills to public and private stakeholders in the tourism sector.

Objectives of the Workshop:

The programme of activities of the workshop will include presentations, interactive discussion sessions as well as technical visits which will be organized by CASA ÁFRICA as the host of the event with the following objectives:

- Assist INVESTOUR participants in elaborating their project plans and develop their project proposals.
- Support entrepreneurs in conducting feasibility studies
- Gain insights on how to tap into the African tourism market
- Prepare investment briefs and identify potential sources of financing
- Understand the structuring of business agreements and joint ventures
- Evaluate the ease of doing Business in African countries
- How to capitalize on participation in big tourism fairs such as FITUR, to position and showcase a destination's brand

Participating countries will be invited to identify projects which they intend to present during the 9th edition of INVESTOUR, to be held on 18th January 2018.

The targeted participants:

The workshop aims to attract the participation of both the public and private sector stakeholders to include as follows:

- Public (Government) authorities
- National Tourism Administrations
- Regional and local authorities
- Tourism companies
- Tour operators

High level representatives of African countries are expected to attend the workshop, including African Ministers for tourism and Director Generals, as well as representatives of international and regional organizations and private sector tourism stakeholders.

PROVISIONAL PROGRAMME

Tuesday 16th October 2017, Casa África's headquarters

08:30 - 09:00	Registration of Participants
09:00 – 09:30	Official Opening Ceremony Welcome remarks by: <ul style="list-style-type: none">- Mr. Luis Padrón, Director General, Casa África- Representative of IFEMA- Representative of UNWTO- Mr. Antonio Morales, President of the Gran Canaria Island Government (Cabildo de Gran Canaria)
9:30 - 10:00	Presentation: Outlook for Tourism in Africa: trends, opportunities and future prospects by UNWTO
10:00-10:30	Presentation: Attracting investments for the tourism sector: A breakdown on the components of a successful project plan by the consultant
10:30-11:00	Coffee break
11:00-13:30	Practical guide on the use of B2B platforms by FITUR
13:30-15:00	Lunch offered by Casa África (venue Casa África HQ)
15:00-17:00	Session 1 (Interactive Session): Project definition, design and promotion facilitated by the consultant
17:00-18:30	Technical visit: <i>Urban tourism, the city of Las Palmas de Gran Canaria</i>
20:00	Welcome dinner <i>Venue: tbc</i>

Wednesday 17th October 2017, Casa África's headquarters

09:00-11:00	Session 2 (Interactive Session): Attracting investment for the tourism sector: A breakdown on the components of a successful project plan moderated by the consultant
11:00-11:15	Coffee Break
11:15-13:15	Session 3 (Interactive Session): <i>Monitor and Evaluate Sustainable Tourism Investment and Finance Projects & Tourism Sector Diagnostic Tool Investment Drivers</i> moderated by the consultant
13:30-15:00	Lunch in Casa África
15:00-17:00	Session 4 (Interactive Session): Projects presented by participating countries moderated by the consultant

17:00-19:00

Technical visits:

Cultural and historical heritage tourism (visit to La Cueva Pintada, Gáldar) or Sun and Beach (visit to the sand dunes of Maspalomas)

20:00

End of sessions

Sponsors and Partners:

