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**UNWTO/ICAO MINISTERIAL  
CONFERENCE ON  
TOURISM AND AIR TRANSPORT  
IN AFRICA**

Sal, Cabo Verde, 27 - 29 March 2019

**PARTNERSHIP  
OPPORTUNITIES**

The UNWTO/ICAO Ministerial Conference on Tourism and Air Transport in Africa will bring together key stakeholders and decision-makers of both sectors to discuss elements of a successful collaboration between the two sectors. Organized by Cabo Verde, the World Tourism Organization (UNWTO) and the International Civil Aviation Organization (ICAO), UN specialized agency on international civil aviation standards and recommended practices and policies ICAO, and UN specialized agency for tourism UNWTO, the Conference will consist of four sessions on contemporary issues in tourism and aviation, and one ministerial discussion.

**Programme of the Conference:**

**Session on Air Transport and Tourism Policy:**

Air Transport and tourism depend heavily on each other and are essential engines of trade and economic growth for both developed and developing countries. This session will look at the regulatory framework and international cooperation in the two sectors.

**Session on Air Connectivity:**

Aviation and tourism are a customer-focused economic sector. With a focus on LDCs, LLDCs, and

SIDS, the session will look at regulatory schemes such as the recent Single Africa Air Transport Market.

**Session on Funding and Financing for Development:**

Infrastructure deficiencies in the aviation and tourism sectors have long been an issue in Africa. The creation of good governance and the consolidation of planning and development efforts for aviation and tourism infrastructure in multi-modal and urban planning initiatives will therefore be discussed.

**Session on Travel Facilitation:**

Travel facilitation aims at maximizing the efficiency of border clearance formalities while achieving and maintaining high-quality security and effective law enforcement. This session will look at best practices and the application of new technologies to make travel more accessible.

**Ministerial Discussion and Declaration:**

After reflecting on the UN SDGs and the AU's Agenda 2063, the conference will conclude with the drafting of the Ministerial Declaration and Action Plan.

**Benefits of the Sponsorship**

- **RAISE BRAND** Awareness amongst industry practitioners and executives through print promotion brochures/flyers, social media and on venue of the event.
- **NETWORKING** with high level stakeholders and Ministers from a wide spectrum of sectors including Air Transport, Aviation, Tourism, Culture, Youth and other industries.
- **VISIBILITY** amongst hundreds of policy-makers in the Tourism and Air Transport industry.
- **PROMOTION** during the event through the appearance of logo in the events visual materials.
- **RECOGNITION** during the event
- **ENGAGEMENT** in the different sessions of the conference
- **INSIGHT** into new developments in the areas of Air Transport, Travel Facilitation and the tourism sector

**Sponsorship levels**

	Premium	Gold	Silver
Name & logo of the company displayed on the website & programme of the event.	✓	✓	✓
Recognition during the Conference	✓	✓	✓
Placement of name and logo prominently on all printed materials related to event	✓	✓	
On site distribution of company information, brochures and other promotional materials.	✓	✓	
Promotion and recognition in UNWTO Press Releases of the event and other recognition in social media	✓		
Participation as panelist in one of the conference sessions	✓		
One-to-one meetings with African Ministers covering portfolios of Tourism, Air Transport and others	✓		

