

2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



### UNWTO Commission for Africa

Fifty-ninth meeting and High-level Meeting on Chinese Outbound  
Tourism to Africa  
Addis Ababa, Ethiopia  
Date: 18 - 21 April 2017

Gen.Prog.Public/Rev.16  
Madrid, March 2017  
Original: English

## 59<sup>th</sup> Meeting of the UNWTO Commission for Africa (CAF) and High-level Meeting on Chinese Outbound Tourism to Africa

Addis Ababa, Ethiopia, 18-21 April 2017

### PROVISIONAL PROGRAMME

#### Tuesday, 18 April 2017

- |             |  |
|-------------|--|
| 14:00-18:00 | Registration of Participants ( <i>Venue: Hotel Sheraton Addis Ababa</i> )  |
| 19:00-20:00 | <b>Gala Dinner and Official Opening Ceremony of the 59<sup>th</sup> CAF Meeting</b><br>( <i>Venue: Hotel Sheraton Addis Ababa</i> )                    |
|             | <i>Remarks by:</i>   |
| 19:00-19:10 | Mr. Taleb Rifai, UNWTO Secretary-General   |
| 19:10-19:15 | H.E Idefonso Castro Lopez, Secretary of State of Foreign Affairs, Ministry of Foreign Affairs, Spain   |
| 19:15-19:25 | H.E. Mrs. Hirut Woldemariam, Minister of Culture and Tourism of Ethiopia   |
| 19:25-19:35 | High level Authority from Ethiopia (tbc)   |
| 19:35-19:50 | Recognition ceremony to Mr. Taleb Rifai, UNWTO Secretary-General by the Ministry of Culture and Tourism of the Federal Democratic Republic of Ethiopia |

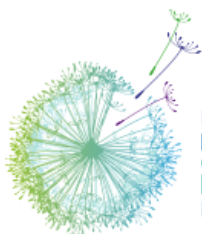
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|             |  |
|-------------|--|
| 19:50-20:00 | <b>Photo session</b>   |
| 20:00-20:20 | Special Art performance (tbc)  |
| 20:20-21:30 | Gala Dinner accompanied by Cultural performances (By Ethiopian National Theater) |

### Wednesday 19 April 2017

#### **Fifty-ninth meeting of the UNWTO Commission for Africa** (*Venue: Hotel Sheraton Addis Ababa*)

|             |   |
|-------------|---|
| 09:00-13:30 | <b>Working session of the 59<sup>th</sup> Commission Meeting for Africa (CAF)</b>   |
| 13:30-15:00 | Working lunch by the ST-EP International Organization   |
| 15:00-18:00 | Interactive session on the International Year of Sustainable Tourism for Development, 2017  |
| 18:30       | Transfers from Sheraton Hotel to Radisson Blu hotel, Addis Ababa  |
| (tbc)       | Dinner hosted by the Embassy of Zimbabwe and the Permanent mission to UNECA and the AU.<br><i>Venue Radisson Blu hotel, Addis Ababa</i> |

### Thursday, 20 April 2017

#### **High-level Meeting on Chinese Outbound Tourism to Africa** (*Venue: Hotel Sheraton Addis Ababa*)

|             |  |
|-------------|--|
| 09:00-10:00 | Registration of Participants   |
| 10:00-10:30 | <b>Opening of the High-level Meeting</b><br>- H.E. Mrs. Hirut Woldemariam, Minister of Culture and Tourism of Ethiopia |

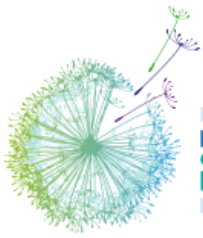
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- Mr. Taleb Rifai, UNWTO Secretary-General
- High level Authority from the Federal Democratic Republic of Ethiopia

10:30-10:50

Presentations :

**Dr. Wang XinJun CEO, Ivy Alliance Tourism Consulting**  
**Mr. John Kester, UNWTO Director, Tourism Market Trends**

10:50-12:30

**Panel Session:**

**Harnessing Chinese outbound market- Opportunities and challenges for sustainable tourism development in Africa**

**Moderator: Ms. Anita Mendiratta, Founder & Managing Director, CACHET Consulting**

Panellists: (tbc)

12:30-14:00

Lunch offered by host country

14:00-15:30

**Panel Session:**

**Skills development, cooperation and investment**

**Moderator: Dr. Salifou Siddo, CEO, SME, Tradelinks**

Panellists: (tbc)

15:30 -15:45

Closing Remarks by Mr. Shanzhong Zhu, UNWTO Executive Director, Technical Cooperation and Services

*Evening free*

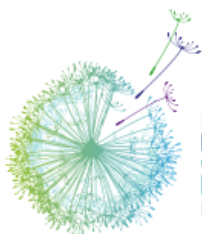
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### **Friday 21 April 2017**

Social visit to include:

#### **Option 1: Visit to Gonder Historic Town in the Amahara National Regional State (UNESCO Heritage Site)**

|             |  |
|-------------|--|
| 6:00        | Arrival at Bole International Airport  |
| 7:30        | Flight to Gonder   |
| 8:30        | Arrival at Theodros Airport-Gonder   |
| 9:00-12:00  | Visit Fasiledes Castle   |
| 12:30-14:00 | Lunch –By the regional Government (tbc)  |
| 14:30-16:30 | Visit Deberebirhan Silasse church  |
| 17:00-18:00 | Rest at Hotel  |
| 18:30-20:30 | Dinner and Cultural performances to be hosted by the regional Government (tbc) |

#### ***Return to Addis Ababa on Saturday 22 April 2017***

#### **Option 2: City tour of Addis Ababa**

|             |                                     |
|-------------|-------------------------------------|
| 9:00-11:45  | City tour and Visit National Museum |
| 12:00-14:00 | Free time                           |
| 14:00-16:30 | Visit Addis Ababa Museum            |
| 16:30-18:00 | Free time/Rest                      |

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