

2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



UNWTO Commission for Africa

High-level Meeting on Chinese Outbound
Tourism to Africa
Addis Ababa, Ethiopia
Date: **20 April 2017**

Prog.Rev.10
Madrid, April 2017
Original: English

High-level Meeting on Chinese Outbound Tourism to Africa

Addis Ababa, 20th April 2017

PROGRAMME

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

10:00-10:40 **Opening of the High-level Meeting**

- Mr. Hongtao WEI, Vice Chairman of CNTA
- Mr. Taleb Rifai, UNWTO Secretary-General
- H.E. Mrs. Hirut Woldemariam, Minister of Culture and Tourism of Ethiopia

10:40-11:00

Presentations :

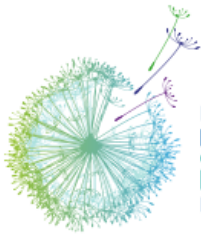
- Mr. Tang YuanYuan, Vice President, Ivy Alliance Tourism Consulting
- Mr. John Kester, UNWTO Director, Tourism Market Trends

11:00-12:30

1st Panel Session:

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

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



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Panellists:

- H.E. Mr. Walter Mzembi, Minister of Tourism and Hospitality Industry, Zimbabwe
- H.E. Mrs. Hirut Woldemariam, Minister of Culture and Tourism
- Mr. Victor Tharage Director-General, Ministry of Tourism, South Africa
- Mr. Mohamed Alami Hassani, Division Head on Cooperation, Ministry of Tourism, Air transport, Handicrafts and Social Economy, Kingdom of Morocco
- Mr. Bai Xue, Vice, GM of Beijing Global Tour International Travel Service Co.Ltd

12:30-14:00

Lunch offered by host country

14:00-14:10

Presentations:

- Mr. Boubacar Djibo, Director, Air Transport Bureau, International Civil Aviation Organization (ICAO)
- Mr. Jerome Leroux, Director, Greater China Vice-President, Asia-Pacific AVIAREPS

14:10-15:45

2nd Panel Session:

Skills development, cooperation and investment

Moderator: Dr. Salifou Siddo, CEO, SME, Trade Links

Panellists:

- H.E. Mr. Bramwel Waliaula Kisuya, Ambassador of Kenya to Spain
- Mr. Hailemeleket Mamo, Managing Director Ethiopian Express and Ancillary Services. Ethiopian Airlines
- Mrs. Anne Lafortune, Principal Secretary for Tourism, Seychelles
- Dr. Wang Xinjun, CEO Ivy Alliance Tourism Consulting
- Mr. Jerome Leroux, Director, Greater China, Vice-President, Asia-Pacific, AVIAREPS
- Mr. Boubacar Djibo, Director, Air Transport Bureau, International Civil Aviation Organization (ICAO)



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15:45 -16:00

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

Evening Free