

Investour



IX TOURISM AND INVESTMENT BUSINESS FORUM FOR AFRICA

IFEMA - Madrid, Spain, 18 January 2018

PARTNERSHIP OPPORTUNITIES



INVESTOUR

INVESTOUR - The Investment and Tourism Business Forum for Africa, is an initiative promoted by Casa Africa, The World Tourism Organization (UNWTO) and FITUR.

Annually organized at FITUR, INVESTOUR promotes sustainable tourism in Africa, offering high level meetings that foster dialogue about new business and cooperation opportunities for African stakeholders and potential international investors and businesses.

The 8th edition of INVESTOUR, held in 2017, facilitated more than 80 meetings between 45 African and international organizations from 23 countries with the participation of over 400 delegates.

Africa offers an immense potential for tourism. UNWTO expects international tourist arrivals to increase from current 58 million to 134 million by 2030.

In this context, INVESTOUR offers the platform for the public and private sector to explore innovative approaches to increase investments in the tourism sector as well as different fields of the tourism value chain such as infrastructures and construction, (renewable) energies, access to water, waste management, communication and technologies, leisure, well-being, etc.

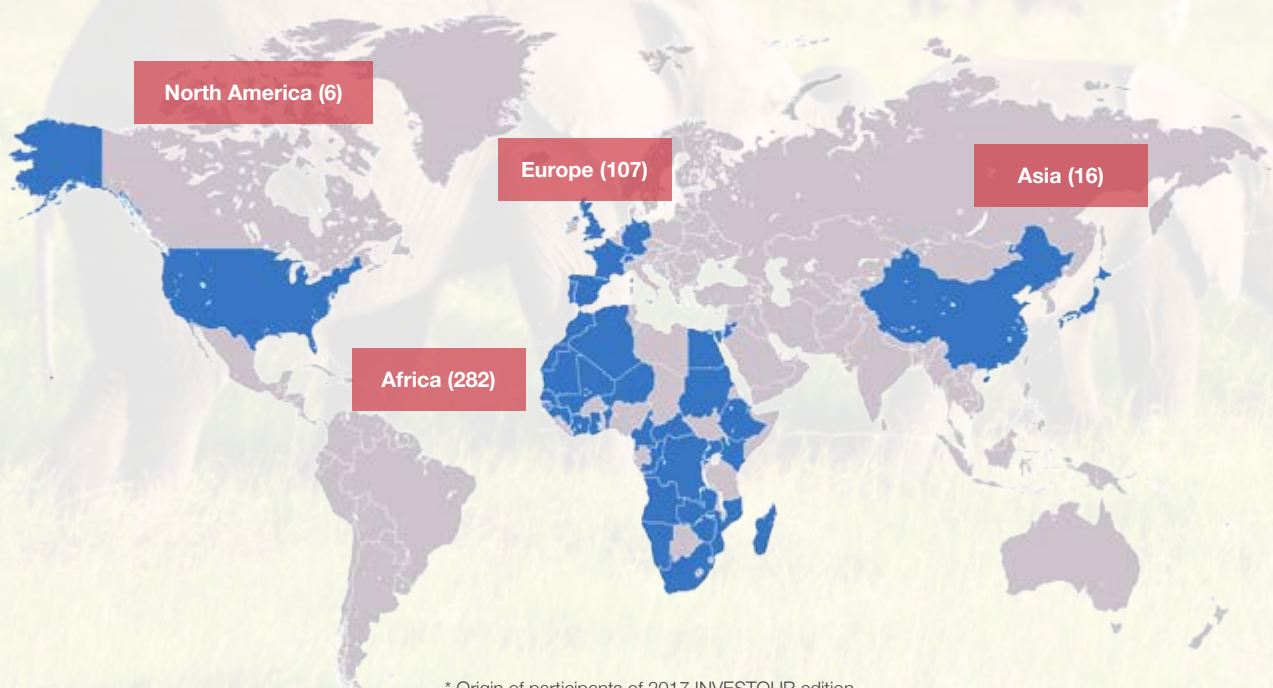
Why partner with INVESTOUR?

- INVESTOUR is held in FITUR, one of the world's most important tourism exhibitions, with over 240.000 participants, including 200 ministers and authorities and 165 countries represented
- It is a consolidated event, an example of successful partnerships between the public and the private sectors
- INVESTOUR is the only annual forum that brings directly together African and Spanish tourism agents. Since 2015 INVESTOUR is open to international agents as well
- Supported by the main African trade blocs, as well as by private sector organizations and public institutions of the tourism sector, and
- Direct access to more than 400 key actors of the tourism and related sectors, and to latest trends and business opportunities of the sector in Africa.

Benefits of the sponsorship

- Raise brand awareness among key decision-makers from different spectrums of the tourism sector
- Associate with promoting tourism development in Africa as means to socio-economic progress, and
- Media exposure in view of the presence of the general and specialized media at the event.

INVESTOUR Participants 2017*



* Origin of participants of 2017 INVESTOUR edition

Programme

Thursday, 18 January 2018, Madrid, Spain

Round table sessions

The round table sessions offers the opportunity to exchange views and generate an interactive debate on how to increase the competitiveness and potential of African tourism at global and regional level

- Brand Africa: Fostering tourism development and investment opportunities, and
- Biodiversity as a driver for sustainable tourism: the importance of effective community involvement.

B2B Meetings session

The session devoted to business-to-business (B2B) meetings constitutes a strategic platform that puts African tourism project leaders and potential international partners in direct contact with one another.

Networking Sessions:

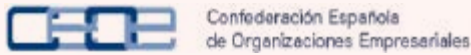
- Cocktail reception (Investour participants)
- Lunch offered for African and Middle Eastern Tourism Ministers (by invitation only)

SPONSORSHIP LEVELS

PREMIUM SPONSORSHIP	10.000€
GOLD SPONSORSHIP	5.000€
SILVER SPONSORSHIP	3.000€

	Premium	Gold	Silver
Logo on the Investour website with direct link to your company's website	○	○	○
Logo in all event communication, forum documentation as well as in visual materials used during the event	○	○	○
Recognition during the opening ceremony	○	○	○
On site Distribution of company information together with the event documentation (provided by the company)	○	○	—
Invitation to participate in the round table session as panelist or moderator	○	—	—
Invitation to the Ministerial lunch and acknowledgment	○	—	—
5 Complementary tickets to FITUR	○	—	—
Sponsor logo in the official INVESTOUR 2018 video after the event	○	—	—
Exclusive interview with Sponsor representative for the official INVESTOUR 2018 video	○	—	—
Opportunity for interviews with media outlets covering INVESTOUR	○	—	—
Promotion in UNWTO Press Releases of the event and other recognition in social media	○	—	—

PAST SPONSORS AND PARTNERS



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