

Investour

FACTSHEET

ABOUT INVESTOUR

The Tourism Investment and Business Forum for Africa is an all-inclusive forum organized annually by UNWTO, Casa Africa and FITUR within one of the most important tourism fairs in the world – FITUR.

The forum gathers stakeholders of the tourism sector in Africa and offers a networking platform for exploring policies that foster sustainable tourism development, stimulate investment and foster entrepreneurship in Africa.

INVESTOUR will be celebrating its 10th edition in Madrid, Spain on 24 January 2019.

HOW THE B2B WORK?

Through the B2B Meetings of INVESTOUR we aim to facilitate the concrete development and realization of touristic projects in Africa promoted by the Ministries of Tourism with the aid of international investors.

PROCEDURE

1. Tourism Project proposals are developed by Africans and submitted to INVESTOUR Secretariat
2. Quality projects are selected and compiled in the INVESTOUR catalogue
3. The catalogue is disseminated for consultation amongst companies and other agencies interested in exploring partnership and/or investment opportunities with African organizations.
4. Meetings between the Investors and project initiators are organized. Closer to date, the agenda of appointments for the B2B Meetings is shared with participants specifying the schedule of the meetings and background of the partner they will meet with.

500

International participants

35

African Ministers of Tourism & Heads of delegations

132

B2B Meetings between international investors & African project leaders

74

African touristic projects submitted

Participation in INVESTOUR 2018

STRUCTURE OF INVESTOUR

INVESTOUR is composed of two sessions:

Round Table Sessions: Brings together high level tourism stakeholders from both the public and private sector to foster dialogue on how to increase the potential of African tourism at regional and global level. The panelists are prominent stakeholders including African Ministers covering portfolios of tourism, transport, infrastructure, civil aviation, handicrafts and other industries.

Business-to-Business Meetings: Puts in contact international investors looking for business opportunities in the African market with African project initiators to explore innovative approaches to increase investments in the tourism and other related sectors.

WHY JOIN?

- ✓ Connect with key tourism stakeholders from the private & public sectors
- ✓ Join African Tourism Ministers in discussing pertinent issues related to the tourism sector in Africa
- ✓ Engage in promoting sustainable development of tourism in Africa
- ✓ Showcase Africa to international investment market
- ✓ Explore opportunities of partnering with relevant stakeholders to develop touristic projects in Africa
- ✓ Join the efforts to enhance the tourism business potential in Africa

[Official website](#)

[Sponsorship opportunities](#)