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Item 6 of the agenda: Presentation of global and regional initiatives

Item 6.2: Regional initiatives

Item 6.2.1

**REPORT OF THE THIRD EDITION OF THE TOURISM INVESTMENT FORUM FOR AFRICA
(INVESTOUR) AND PREPARATION OF THE FOURTH EDITION**

Note by the Secretary-General

The Secretary-General informs the Members of the Commission about the Tourism Investment Forum for Africa (INVESTOUR), a joint initiative of the World Tourism Organization, the International Tourism Fair (FITUR), and *Casa África* in representation of the Spanish Government.



REPORT OF THE THIRD EDITION OF THE TOURISM INVESTMENT FORUM FOR AFRICA (INVESTOUR) AND PREPARATION OF THE FOURTH EDITION

I. INTRODUCTION

1. The overall objective INVESTOUR is to promote sustainable tourism development in Africa by opening up its destinations to the Spanish outbound and investment market, fostering the growth of Africa's entrepreneurial fabric and job creation, through the International Tourism Fair of Madrid (FITUR) and with the support of the UNWTO and Casa Africa. Decision CAF/DEC/7 taken at the 48th meeting of the UNWTO (World Tourism Organization) Commission for Africa, held in May 2009 in Cameroon, made it possible to validate this joint initiative of the World Tourism Organization, the International Tourism Fair of Madrid (FITUR) and Casa África, representing the Spanish Government.

2. The first edition of INVESTOUR was held on 21 January 2010 with the Economic Community of West African States (ECOWAS) as the invited entity. The second edition took place on 20 January 2011, with the Southern African Development Community (SADC) as the invited region. The third edition took place on 19 January 2012, featuring the Economic and Monetary Community of Central Africa (CEMAC) and the East African Community (EAC) as the invited regions.

II. THIRD EDITION

3. The forum was divided in two sessions, a first session focused on presentations and debates, and a second session dedicated to "Business to Business" (B2B) meetings. In this same framework, a Ministerial working session for African and Middle East Tourism Ministers was organized by UNWTO and FITUR.

4. The following logo has been adopted for the third edition:



(a) First session

5. Following the official speeches at the opening by Mr. Ousmane Ndiaye, Director of the UNWTO Regional Programme for Africa, H.E. Mr. Bello Bouba Maïgari, Minister of State, Minister of Tourism and Leisure of Cameroon, Mr. Nyamajeje Calleb Weggoro, Director of Productive Sectors, Secretariat of the East African Community, Mr. Hisham Zaazou, Senior Assistant to the Minister of Tourism of Egypt speaking on the Minister's behalf, and by Mr. Taleb Rifai, UNWTO Secretary-General, the official signing took place of the Agreement between Tunisia and the UNWTO regarding the organization of the conference on Tourism in the Mediterranean in Djerba between H.E. Mr. Elyes Fakhfakh, Minister of Tourism of Tunisia and the UNWTO Secretary-General.

6. The first session was attended by more than 200 participants and a highly interesting debate ensued. Presided over by Mr. Luis Padilla Macabeo, Secretary-General of Casa África, the session was devoted to various presentations: "Tourism in Africa: Trends and new challenges" by Mr. Frédéric Pierret, UNWTO Executive Director, and "Instruments of finance for the internationalization of Spanish enterprise in Africa" by Mr. Francisco Javier Álvarez Casanova, Deputy Director for African, Mediterranean and Middle East countries of the State Secretariat for Trade.

7. Two case studies were presented, the first of which was on the success story of the development of safaris in East and Southern Africa, by Mr. Gabriel Gonzalez, Managing Director of Kobo Safari; the second case study was on a project for the construction of a new international-class hotel in Yaoundé, Cameroon, by Ms. Asmaou Doudou, Director-General of SERIAC. This part of the proceedings was moderated by Mr. Nyamajeje Calleb Weggoro, Director for Productive Sectors of the Secretariat of the East African Community.

(b) Second session

8. The afternoon was devoted to "Business to Business" (B2B) meetings. Special priority was given to facilitating interaction between African project holders and Spanish investors. The purpose of these meetings was to bring together project leaders of African countries and the Spanish private sector investors, to discuss and take advantage of investment opportunities in Africa.

9. In terms of participation, 84 companies, 50 African and 34 Spanish, joined the B2B session, generating more than 166 inter-professional meetings. The African countries represented in this part of the forum were: from **Central Africa**, Cameroon, Congo, Equatorial Guinea, Central African Republic, Democratic Republic of the Congo, and Chad; from **East Africa**, Burundi, Kenya, Uganda, Rwanda and Tanzania; from **West Africa**, Burkina Faso, Cape Verde, Côte d'Ivoire, Mauritania, Niger and Nigeria; and lastly from **Southern Africa**, Angola, Mozambique, Zambia and Zimbabwe.

10. The electronic platform introduced during the 2011 edition of INVESTOUR by PROEXCA, a public corporation attached to the Government of the Canary Islands, was maintained and was made available to African and Spanish companies in order to register online and to participate in the B2B session. It also made it possible to consult the different companies present on the platform, to get to know their sectors of activity and to request appointments with them to hold meetings. Each participant was advised to see to it that they properly filled in all the requested criteria in order to ensure the effective inclusion of their registration and the validation of their tourism investment project, in accordance with the conditions established for participation in the forum.

11. The survey conducted among participants in this second session of the forum shows a considerable degree of overall satisfaction, especially with regard to the level of the presentations made during the first session. Nevertheless, they expressed a desire for the following matters to be addressed in the future: barriers and constraints with regard to access to the African tourism market; the presentation of the opportunities and advantages of the African tourism markets; the promotion of tourism offerings by means of information and communication technologies. They also asked for more in-depth discussion on the subject of financing instruments and mechanisms of Spanish enterprises in Africa, the process of public and private financing and the discussion of trends and new challenges in African tourism. They unanimously wished for more success stories to be presented regarding projects being carried out in Africa.

12. With regard to the B2B forum, the majority of the participants expressed a high level of satisfaction over the number of Spanish enterprises present in comparison with the previous edition. They particularly noted better handling of the organization of the meetings compared to the previous year. They appreciated the availability of information on the website concerning the projects, the conditions of participation and the presentation of the projects during the meetings. They held a similar sentiment with regard to the logistics of the event (documentation received, assistance provided by personnel of the Organization, venue of the event, etc.) and the quality of the information contained in the catalogue. The participants nevertheless expressed their wish for carrying out a follow-up and an evaluation of the meetings that were organized in terms of the number of contracts signed, and asked for greater participation of the banking sector and greater visibility of Central Africa as a tourism destination.

III. OBSERVATIONS AND RECOMMENDATIONS FOR FUTURE EDITIONS

13. Observations and recommendations for the organization of future editions were made by the participants and regarding the following:

(a) Better promotion of the event: prepare and disseminate promotional material sufficiently in advance; include collaborating public and private organizations already existing as well as new ones for better dissemination of the invitation; give more visibility to collaborating organizations during the event in return for sponsorship or invitation with incentives.

(b) Ensuring the participation of registered organizations: establish the payment of a small registration fee for certain participants or a procedure for subsidy, in order to reduce absenteeism among pre-registered entities and to ensure the economic viability of the organization of this event; introduce the practice of signing of a letter of commitment with a warning or definitive exclusion from participation in the event if the commitment is breached.

(c) Arrangement of the participants and improvement of the agenda of meetings: put in place measure for monitoring the presence of participants; re-adopt the arrangement of fixed tables for the African enterprises from the first edition, in order to simplify contacts in case of modification of schedules at any time of the meetings; make the forum more attractive to Spanish entities through more comprehensive service offerings (on the part of both the organizers and of the African participants).

(d) Participants' operational capability during B2B meetings: based on the fee schedule, increase the number of services made available to the participants during meetings (interpretation service, Wi-Fi connection, printing service, etc.)

(e) Follow-up of B2B meetings: perform follow-up, promotion of African projects and networking with potential Spanish investors using a platform made available up to the opening of the following edition.

IV. FOURTH EDITION

14. The fourth edition of INVESTOUR is planned **31 January 2013** in Madrid, in the framework of the 33rd edition of the International Tourism Fair of Madrid.

15. The preparation for the 2013 edition of INVESTOUR is currently under way, with several coordination meetings already organized.

16. Members of the Commission are invited to participate and to mobilize the African tourism private sector to be present in the 2013 edition of the forum, in order to take advantage of the opportunity it provides to attract investment and establish fruitful business partnerships.