



UNWTO Commission for Africa

Fifty-fourth meeting
Tunis, Tunisia, 24 April 2013

CAF/54/5
Madrid, March 2013
Original: English

Item 5 of the provisional agenda

REPORT OF THE 4TH TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA (INVESTOUR)

Note by the Secretary-General

The Secretary-General presents to the Members of the Commission for Africa for their information, the Report of INVESTOUR 2013, elaborated after its fourth edition on 31 January 2013.

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations



REPORT OF THE 4TH TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA (INVESTOUR)

I. Introduction

The fourth Tourism Investment and Business Forum for Africa (INVESTOUR) was held on 31 January 2013 in the context of the 33rd edition of the Madrid International Tourism Fair (FITUR). This initiative is the result of active collaboration among the World Tourism Organization (UNWTO), Casa África and the International Tourism Fair (FITUR). The Forum renewed the spirit with which the event was founded in 2010, serving as a platform to establish and consolidate links of business cooperation between African countries and Spanish companies. At this edition, new elements were included which contributed to improve both the level of participation as well as the degree of satisfaction of the attendees.

II. Fourth edition

Among the notable innovations was the enlargement of the main scope of the event, which now includes tourism business in addition to investments. Furthermore, there was no guest African region this year, as all the African regions had already been featured at previous editions of the forum. A registration fee of 100 euros for Spanish companies participating in the B2B sessions was approved with the aim of reducing the high percentage of no-shows observed in past years.

As in previous editions, the forum was divided into two sessions. The format of the first session, which used to consist of presentations and talks, was modified to two roundtables focusing on Challenges and Opportunities for the Tourism Development of Africa, with a view to lending greater dynamism to the forum and promoting more in-depth discussion. The second session, as in previous years, was dedicated to B2B meetings between African project designers and Spanish entrepreneurs. Between the two sessions, a Ministerial Working Luncheon was held for the Ministers of Africa and the Middle East.

Morning session: presentations and roundtables

Following the introduction by Mr. Ousmane Ndiaye, Director of the UNWTO Regional Programme for Africa, and speeches by Mr. Santiago Martínez-Caro, General Director of Casa África; CEO of IFEMA, Mr. Luis Eduardo Cortés; and Mr. Taleb Rifai, Secretary-General of the UNWTO, two roundtables were held and were closed by The Minister of Tourism and Leisure of Senegal, H.E. Mr. Youssou N'Dour.

The first roundtable was centred on "Tourism Investment and Product Development", was moderated by Mr. Helder Tomas, Deputy Director of the Regional Programme for Africa, and was participated in by the Minister of Culture, Literacy, Art and Tourism of Benin, H.E. Mr. Jean Michel Abimbola; the officer in charge of Business in Spain and Portugal of the Attijariwafa Bank, Mr. Néstor Montoya; the representative of the Centre for Investment Promotion of Mozambique Mr. Lourenço Sambo; and the assistant director of the Sales and Business area of COFIDES, Mr. Fernando Aceña.

During the speeches of the panellists, they agreed on the importance of focusing efforts on the development of infrastructure and equipment, as well as streamlining bureaucracy, measures that all make it possible to promote tourism investment. Emphasis was also placed on the fundamental role of tourism as a motor of job creation and local development. Another of the aspects that emerged during the debate was the need to strengthen the organization of the promotional activities of African projects, similar to INVESTOUR.

The second panel was centred around "Air Connectivity and Regional Development". It was moderated by Mr. Luis Padilla, General Secretary of Casa África, and its speakers included the Minister of Tourism of South Africa, H.E. Mr. Marthinus van Schalkwyk; the representative of the West African Economic and Monetary Union (JEMOA), Gustave Diasso; UNWTO Executive Director, Frédéric Pierret; and the representatives of the airline companies Brussel Airlines (Mr. Alfonso Rodríguez Escribano); Binter Canarias (Mr. José Luis Reina); Turkish Airlines (Mr. Andrés Sánchez); Iberia (Mr. Ricardo Gutiérrez); and Air Europa (Mr. Manuel Panadero).

On the subject of air connectivity, the speakers from the airlines stressed the unstoppable development of the continent and the increasing demand for flights, ensuring that companies are looking to open new markets and provide services that are faster and more agile. They also noted that among the biggest obstacles in this process are legislative restrictions and slow administrative procedures. As for Regional Development, the African countries stressed the need for increased cooperation between regions with regard to both air connectivity and visa issuance. It was also stressed that more efforts should be made in terms of occupational training and a more accessible connectivity model both economically and logistically.

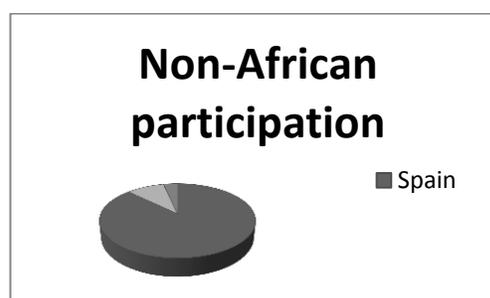
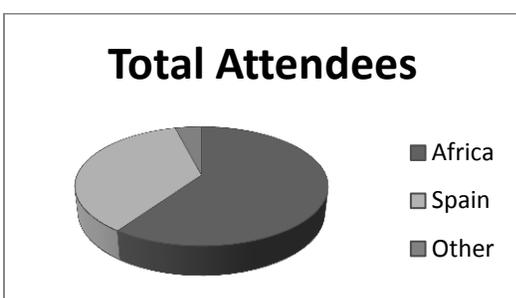
The morning session was attended by 248 persons, a total of 32 African countries and 13 ministers from the continent. The delegations of African countries present at INVESTOUR were from Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Côte d'Ivoire, Egypt, Ethiopia, Gabon, Gambia, Ghana, Kenya, Lesotho, Libya, Mali, Mauritania, Morocco, Mozambique, Namibia, Niger,

3

Nigeria, Democratic Republic of the Congo, Sao Tome and Principe, Senegal, Seychelles, South Africa, Tanzania, Uganda, Zambia and Zimbabwe. As for African ministers who attended the forum Angola, Benin, Côte d'Ivoire, Gambia, Libya, Mozambique, Senegal, Seychelles, South Africa, Democratic Republic of the Congo, Uganda, Zambia and Zimbabwe.

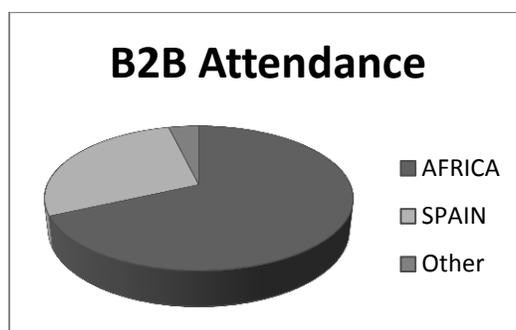
As for non-African participation, it is worth noting the interest shown by companies from different parts of the world, with the attendance of representatives from the following countries: Belgium, South Korea, United Arab Emirates, United States, France, Hungary, England, Poland and Portugal.

| | | |
|--------------------|------------|-------------|
| African attendance | 162 | 65.3% |
| Spanish attendance | 75 | 30.2% |
| Other attendees | 11 | 5% |
| TOTAL | 248 | 100% |



B2B session

The attendance at the B2B session was 132 participants, including 90 from Africa, 37 from Spain, and 5 from other countries. As for the number of meetings, the B2B participants reported a total of 172 pre-arranged appointments and 30 arranged in situ, putting the overall total at 202.

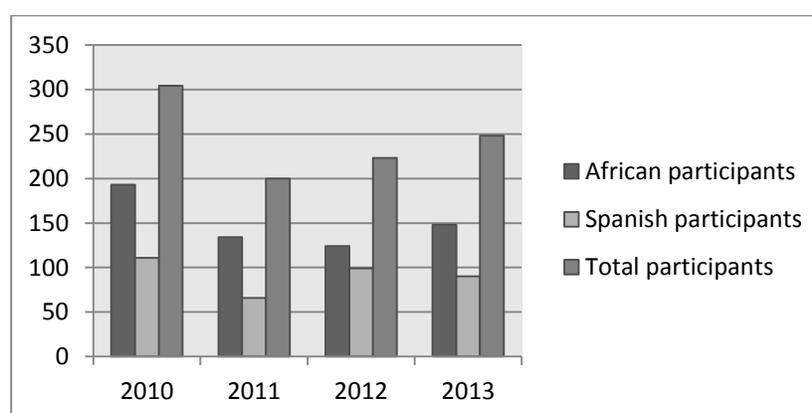


Given that this is the fourth edition of the forum, below is an overall view of the event with a comparison of the attendance data from the first edition held in 2010 to the latest one. According to results obtained, the first of the editions had the highest attendance during the morning session, with a

record 304 participants, followed by the 2013 edition with 248, that of 2012 with 223 and finally the 2011 with 200 participants. As for the B2B sessions, the latest edition had the highest attendance, followed by the 2010 edition, that of 2012 and lastly that of 2011. The tables and graphs below illustrate the comparison in figures.

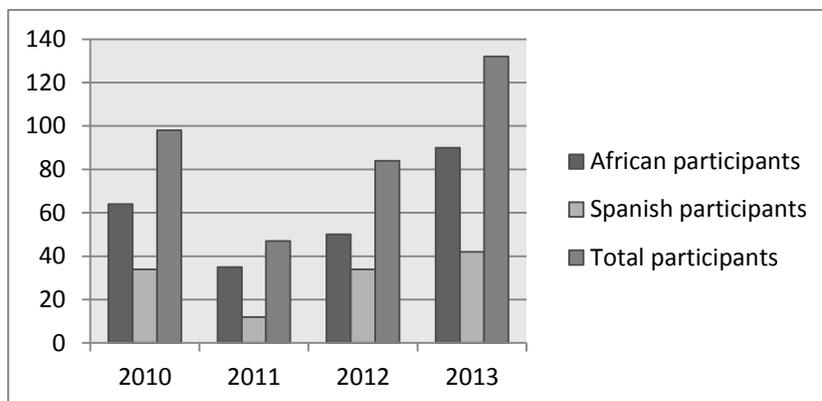
Comparison of editions according to number of participants in the first session

| YEAR | AFRICA | SPAIN | TOTAL |
|------|--------|-------|-------|
| 2010 | 193 | 111 | 304 |
| 2011 | 134 | 66 | 200 |
| 2012 | 124 | 99 | 223 |
| 2013 | 148 | 90 | 248 |



Comparison of editions according to number of participants in the B2B

| YEAR | AFRICA | SPAIN | TOTAL |
|------|--------|-------|-------|
| 2010 | 64 | 34 | 98 |
| 2011 | 35 | 12 | 47 |
| 2012 | 50 | 34 | 84 |
| 2013 | 90 | 42 | 132 |



VI. Recommendations and conclusions

After the evaluation of the attendance results and the degree of satisfaction of the participants according to surveys, it can be concluded that the forum has achieved its main goal becoming a platform for business and institutional exchange with regard to tourism knowledge, business opportunities and cooperation. Among the successful innovations of this edition was the broadening of its thematic spectrum to include not only investing firms but also various companies that are transversally related with tourism.

Among the recommendations for future editions, the following are worth noting:

- Promotion of the forum: Emphasis should be placed on having the collaboration of Spanish institutions at the regional and national levels, as well as creating synergies with other activities that are organized during FITUR.
- Format: the change from presentations to roundtables was positive as it lent greater dynamism to the forum. For future editions, consideration should be given to reducing the topics of debate and the number of speakers in order to allow greater participation by the audience.
- B2B: There should be closer monitoring of attendance, something that has improved substantially this year thanks to the registration fee for Spanish companies. With regard to the organization of the tables, there should be better identification of the participants during the meeting to facilitate in situ appointments. During the meetings, the participants should also be provided with Internet access via Wi-Fi, as well as more support personnel for translations.
- We also propose extending the forum one more day, which would make it possible to include in its programme not only the Roundtables and the B2B but also workshops in small working groups to share experiences and case studies of the development of tourism businesses in Africa by sector or according to the specific interests of the participants. If the duration of the forum is expanded, it would be of interest to connect INVESTOUR directly with the activities

that are organized in the African stands of FITUR such as, for example, carrying out follow-ups of the business meetings in the stands.

- Sponsorship: as a way to compensate for the elimination of the assistance for the transport and accommodation of the African institutions and enterprises, sponsors should be sought out to contribute their collaboration in exchange for promotion. With this type of sponsorship, those African institutions and enterprises that have participated actively in more than one edition of the Forum could be rewarded.
- Opening up the forum to other countries: The forum should be opened up to the rest of the world with a view to give African projects an opportunity to get to know as many potential investors as possible; this would also serve to advance in the promotion of the change of image of the forum to all the sectors that are directly or indirectly related with tourism in Africa.
- Follow-up: In order to achieve the greatest possible impact of the forum, follow-up efforts should be carried out on the way the meetings went and the participants should be offered the possibility of contacting those that were not able to attend the forum, as well as to offer the African projects continuity in their promotion after the holding of INVESTOUR.

VI. Fifth edition

- The fifth edition of INVESTOUR will take place in Madrid, in the context of the holding of the 34th edition of the International Tourism Fair (FITUR)
- The members of the Commission are invited to participate and to mobilize African tourism enterprises to attend the 2014 INVESTOUR forum and to take advantage of the opportunities offered to attract investors and to establish business cooperation.