4.2 Regional Activities
Main Objectives of the Africa Program

Ensure the implementation of UNWTO’s General Programme of Work within the region.

Serve as UNWTO's direct channel through which the development needs and concerns of the member States are communicated to the Secretariat.

Strengthen the institutional capacity of African countries in various domains, in order to make them more competitive in the global tourism marketplace.
Main Objectives of the Africa Program

Promote the image and importance of tourism throughout the region, thus contributing for poverty reduction.

Promote the UNWTO ST-EP initiative along with the achievement of the UN Millennium Development Goals for the benefit of our member countries.

Increase full and affiliate membership of countries and the private sector through the strengthening of UNWTO's presence in the region.
## I. Activities August 2013 to April 2014

### EVENTS

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Location</th>
<th>Dates</th>
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<tr>
<td>Capacity Building Workshop on Tourism Policy and Strategy</td>
<td>Abidjan, Côte d’Ivoire,</td>
<td>9-13 December 2013</td>
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<tr>
<td>V edition of the Tourism Investment Forum for Africa (INVESTOUR)</td>
<td>Madrid, Spain,</td>
<td>23 January 2013</td>
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<tr>
<td>UNWTO African Tourism Ministers Meetings on Anti-poaching</td>
<td></td>
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<tr>
<td>First Tourism Business and Investment Forum for CPLP countries</td>
<td>Lisbon, Portugal,</td>
<td>12 March 2014</td>
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</table>
I. Activities August 2013 to April 2014

OTHER ACTIVITIES

Technical Cooperation

Publications

Newsletter

Visits countries / HQ
II. Activities May - December 2014

**EVENTS**

- **Sub-regional Workshop on Tourism in the Media**
  - Last week of June 2014, Nairobi, Kenya (tbc)

- **UNWTO/ICAO Ministerial Conference on Tourism and Air Transport in Africa**
  - 14-15 October 2014, Mahe, Seychelles

- **Training session for African diplomats**
  - Dates tbc, Madrid, Spain

- **Statistical Capacity Building Programme (SCBP) for Africa francophone countries – First Workshop**
  - Last week of September, Algiers, Algeria

- **Regional Conference on Tourism Branding and Africa’s Image**
  - Second week of September 2014, Accra, Ghana
II. Activities May - December 2014

EVENTS

- INDABA – South Africa
- Comm/E-marketing - Tunisia
- National Days - Guinea
- EXPOTUR – Cape Verde
- Tourism Re-launch - Mali
- Master Plan Workshop - Togo
- The Atlantic Initiative for Tourism - Morocco

OTHER ACTIVITIES

- Official Visits
- Publication
- MoU

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Thank you!