

PROGRAMME OF UNWTO ACTIVITIES

21 January, Monday

12:00 – 13:00	Press Conference	Ministry of industry, trade and tourism P. de la Castellana 160. Madrid
13:00 – 13:15	Signing Ceremony of the Memorandum of Understanding between UNWTO and ONCE/INSERTA For more information, please contact ecsr@unwto.org	Ministry of Industry, Trade and Tourism P. de la Castellana 160. Madrid
13:15 – 13:30	Signing Ceremony of the Private Sector Commitment to the Global Code of Ethics for Tourism For more information, please contact ecsr@unwto.org	Ministry of Industry, Trade and Tourism P. de la Castellana 160. Madrid

22 January, Tuesday

16:00 – 16:45	Welcome reception: UNWTO Year of Education, Skills and Jobs (by invitation only) For more information, please contact ofsg@unwto.org	UNWTO Headquarters Poeta Joan Maragall,42. Madrid
17:30 – 18:30	Tourism Innovation Hub Inaugural event	Barrabés Calle de Méndez Álvaro, 9. Madrid
18:45 – 20:00	FITUR Inaugural Cocktail	Museo del Prado Puerta del Claustro, Calle Ruiz de Alarcón. Madrid

23 January, Wednesday

10:00 – 17:30	Startup Masterclass UNWTO/NEPAD TOURISM TECH ADVENTURE	UNWTO Headquarters Poeta Joan Maragall,42. Madrid
10:30 – 12:00	FITUR Inaugural ceremony – visit of stands by the King and Queen of Spain (by invitation only)	FITUR - IFEMA
13:00 – 13:45	Inaugural event: FITUR/UNWTO VIP Reception (Invitees: Ministers, Senior Reps, Ambassadors). (by invitation only) For more information, please contact seltayan@unwto.org	North Hall
13:45 – 17:00	Final UNWTO Startup competition Followed by a seated lunch Sponsored by Globalia	North Entrance Corridor of N. Auditorium North Auditorium Rooms N105/N106
15:30 – 17:30	UNWTO Workshop on Product, People and Policy: Understanding the Success of Asian Tourism For more information and to register, please click contact rdap@unwto.org	North CC Level 1 Room 107-108

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24 January, Thursday

9:00 – 10:00	<p>X Tourism Investment and Business Forum for Africa – INVESTOUR (organized jointly by UNWTO/FITUR/Casa África) Registration</p>	North Auditorium Level 1 Room N104
10:00 – 11:00	<p>X Tourism Investment and Business Forum for Africa – INVESTOUR (organized jointly by UNWTO/FITUR/Casa África) Opening Ceremony Official Photo at 10:00h. For more information, please contact investour@unwto.org</p>	North Auditorium Level 1 Room N104
11:00 – 11:45	<p>X Tourism Investment and Business Forum for Africa – INVESTOUR Presentations. Signature of a MoU between Tunisia and UNWTO Investour Award For Sustainable Projects In Tourism. (organized jointly by UNWTO/FITUR/Casa África)</p>	North Auditorium Level 1 Room N104
11:45 – 12:30	<p>X Tourism Investment and Business Forum for Africa – INVESTOUR 1st Round Table Discussions: Safe and seamless travel in Africa: fostering resilience and risk management in the tourism sector (organized jointly by UNWTO/FITUR/Casa África) For more information, please contact investour@unwto.org</p>	North Auditorium Level 1 Room N104
12:30 – 13:15	<p>X Tourism Investment and Business Forum for Africa – INVESTOUR UNWTO/NEPAD Tourism Tech Adventure (organized jointly by UNWTO/FITUR/Casa África) For more information, please contact investour@unwto.org</p>	North Auditorium Level 1 Room N104
13:15 – 14:00	<p>X Tourism Investment and Business Forum for Africa – INVESTOUR 2nd Round Table Discussions: Embracing Digital Transformation, Innovation and Promoting Niche Tourism products (organized jointly by UNWTO/FITUR/Casa África) For more information, please contact investour@unwto.org</p>	North Auditorium Level 1 Room N104
14:00 -14:15	<p>X Tourism Investment and Business Forum for Africa – INVESTOUR Closing Remarks (organized jointly by UNWTO/FITUR/Casa África) For more information, please contact investour@unwto.org</p>	North Auditorium Level 1 Room N104
14:15 – 15:45	<p>Networking Cocktail offered by INVESTOUR to the participants</p>	North CC Level 2 Room Neptuno
14:15 – 15:45	<p>FITUR/UNWTO Africa and Middle East Tourism Ministers Working Luncheon (by invitation only)</p>	North CC Level 2 Room Colón
16:15 - 19:00	<p>Business to Business Meeting Session</p>	Pavilion 9
20:00 – 22:15	<p>UNWTO Ministerial Dinner For more information, please contact seltayan@unwto.org</p>	Tatel P. de la Castellana, 36. Madrid