



X TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA

FITUR (IFEMA), Madrid, Spain, 24 January 2019

PROGRAMME

OPENING CEREMONY¹

09:00 – 10:00	Registration
10:00 – 10:15	Official photo
10:15 – 11:00	<p>Official Opening Ceremony</p> <ul style="list-style-type: none"> ➤ <i>Welcome Remarks by Master of Ceremony- Ms. Grandcourt Elcia, Director of the department for Africa (UNWTO)</i> ➤ Mr. Eduardo López-Puertas, Director General of IFEMA ➤ Mr. Luis Padrón López Director General of Casa África ➤ Secretary of State of Foreign Affairs Spain: Mr. Fernando Martín Valenzuela Marzo ➤ D^a. María Reyes Maroto Illera, Minister of industry, trade and tourism, Spain ➤ Mr. Zurab Pololikashvili, Secretary-General of UNWTO

11:00-11:45	<p>Presentations:</p> <ul style="list-style-type: none"> ➤ INVESTOUR AWARD FOR SUSTAINABLE PROJECTS IN TOURISM <p><i>In the framework of the 10th anniversary of INVESTOUR, the forum will celebrate and recognize a successful touristic project initiative emanating out of and developed through the B2B meetings Sessions of INVESTOUR.</i></p> <ul style="list-style-type: none"> ➤ Presentation by the host of the 62nd UNWTO Commission for Africa (CAF) Mali – Signature of the agreement ➤ Signature of a MoU between Tunisia and UNWTO and a brief presentation by Tunisia ➤ Signature of an Agreement between Cabo Verde and UNWTO for the First UNWTO/ICAO Ministerial Conference on Tourism and Air Transport in Africa
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ROUND TABLE SESSIONS²

11:45-12:30	Session 1: Safe and seamless travel in Africa: fostering resilience and risk management in the tourism sector
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Safety and security challenges can have a damaging impact on the development of the tourism sector in a country. Crime, health hazards, natural disasters, violence and political instability are all concerns that adversely impact the image of a destination, travelers' behavior, and tourism demand in a country.

Intelligence and Data-sharing technologies as well as better cooperation between member states, international organizations and the private sector are key instigators for creating improved safety and security frameworks and a flourishing environment for the whole tourism and travel value chain.

With that in mind, the first session of the roundtable aims at addressing:

- The security landscape and safety challenges faced today from a national and regional perspective
- The best practices of effective coping mechanisms for fostering resilience to enhance the attractiveness of destinations and respond to the adverse impact of travel advisories
- Exploring different approaches for facilitating seamless travel and harness tourism as an agent

¹ N104 NORTH CONVENTION CENTRE – 1st floor – North Entrance

² N104 NORTH CONVENTION CENTRE – 1st floor – North Entrance

for peace

- The implementation of effective crisis management schemes and the cooperation mechanisms at the national level in order to tailor an adequate regional response to security

MODERATOR: Dr. Dirk Glaesser, Director, Sustainable Development of Tourism, UNWTO

PANELISTS:

- › H.E. M. Jose da Silva Goncalves, Minister of Tourism and Transport and Minister of Maritime Economy, Cabo Verde
- › H.E. M. Mohamed Sajid, Ministre du tourisme, du transport aérien, de l'artisanat et de l'économie sociale, Morocco
- › H.E. Mrs. Memunatu B. Pratt, Minister of Tourism and Cultural Affairs, Sierra Leone
- › Hon. Mr. Najib Balala, Cabinet Secretary for Tourism and Wildlife, Kenya
- › Mr. Didier Ranchon, Consultant, Domaines Publics

UNWTO/NEPAD TOURISM TECH ADVENTURE

12:30-12:35 **Keynote speech by Mr. Vincent Oparah, Sustainable tourism advisor, NEPAD**

12:35-13:15 **PRESENTATIONS: The UNWTO/NEPAD Tourism Tech Adventure: Promoting African Tourism Innovation- Moderated by Ms. Natalia Bayona**

UNWTO is launching the UNWTO/NEPAD Tourism Tech Adventure: Promoting African Tourism Innovation, dedicated to identifying the start-ups that will lead the transformation of the tourism sector in the region. This initiative aims to challenge young African entrepreneurs to design innovative startups that would contribute positively to the facilitation of travel and tourism in their respective countries or in the region as a whole. The 5 winners will be invited to give a 5 minute

ROUND TABLE SESSIONS

13:15 -14:00 **Session 2 : Embracing Digital Transformation, Innovation and Promoting Niche Tourism products**

In 2017, Africa saw a 9% increase in tourist arrivals, contributing to the highest growth in international arrivals around the world since 2010. These results highlight the sector's potential to drive socio-economic development across the continent. On the other hand, Africa is experiencing an emergence in technologies which are disrupting both business and society through increased local, regional and global connectivity. This trend is impacting positive growth of foreign direct investment, risk investments and entrepreneurship hubs exemplifying the importance of embracing innovative approaches for improved quality of the tourism industry.

Furthermore, diversification of tourism products through capitalizing on niche tourism products are becoming significant channels for accelerating sustainable and inclusive tourism therefore driving investment and job creation.

Against this backdrop, this session will explore:

- How to create an enabling environment that stimulates the growth of innovation and entrepreneurship in the continent
- Fostering tourism through innovation and embracing of digital transformation and diversification of niche tourism products.

- Means of diversifying the tourism products that the continent has to offer through focusing on niche tourism products such as cultural tourism, promotion of traditional sports...etc.

MODERATOR: Adrienne Klasa, development finance editor for fDi and The Banker magazines, and former editor of This Is Africa

PANELISTS:

- › Hon.Mr. Charles Romel Banda, Minister of Tourism and Arts, Zambia
- › Hon. Mrs Catherine Afeku, Minister of Tourism, Arts & Culture, Ghana
- › Hon. Dr. Hamisi Andrea Kigwangalla, Minister of Natural Resources and Tourism, Tanzania
- › Mr. Svend Leirvaag, Vice President, Industry Affairs, Amadeus IT Group
- › Ms.Victoria Salami, Chair & Co-Founder, Vhoolink
- › Ms.Marcia Maciel, Head of Strategic Partnerships & Open Innovation, Telefonica SA

14:00-14:15 Closing remarks by Hon. Mr. Najib Balala, Cabinet Secretary for Tourism and Wildlife of Kenya, Chair for the Commission for Africa

LUNCH

14:15 – 15:45 Networking Cocktail offered by INVESTOUR to the participants³

14:15 – 15:45 Luncheon for the African Tourism Ministers offered by FITUR⁴—By Invitation only

BUSINESS-TO-BUSINESS MEETINGS SESSION⁵

15:15 – 16:15 Registration

16:15 – 19:00 B2B Meetings (Business to Business)

³ Sala Neptuno

⁴ North Convention and Congress Center, Room Colon, Second Floor

⁵ Pavilion 9, Stand 9 D08