



## VII TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA

FITUR (IFEMA), Madrid, Spain, 21 January 2016

### PROGRAMME

#### First session (9.00 – 13.00) North Convention and Congress Center, Rooms 107-108

09.00 – 10.00

Registration

10.00 – 10.30

- **Official Opening Ceremony**

- Welcome by Mrs. Elcia Grandcourt, Director, UNWTO Regional Programme for Africa (Master of Ceremony)
- Mr. Luis Padrón, Director-General, Casa África
- Mr. Luis Eduardo Cortés, Chairman of the IFEMA Executive Committee
- Mr. Taleb Rifai, UNWTO Secretary-General

**Investour 2016 Official inauguration:** H.E. Mr. José Manuel Soria López, Minister of Industry, Energy and Tourism of Spain

- **Official photo**

10.30 – 10.45

**58<sup>th</sup> UNWTO Commission for Africa (CAF) presentation by host country-Côte d'Ivoire (19 to 21 April 2016 in Abidjan, Côte d'Ivoire) and**

**Signature of CAF Agreement**

10.45 – 11.45

**Roundtable 1: Challenges of investing in Africa**

*One of the major challenges that the African continent faces is creating a friendly, trustworthy investment environment that makes African countries an attractive investment destination for global investors. Whilst there is an accelerated economic expansion in the region, the potential of Africa's tourism sector as an economic and social driver is a valued reality. Still, Africa needs to address certain issues to continue to attract Foreign Direct Investment (FDI) and enhance the development of the tourism sector in the continent.*

**Moderator:** Mr. John Perrottet, Global Lead for Tourism in the Trade & Competitiveness Global Practice, World Bank Group

**Panelists:**

- H.E. Walter Mzembi, Minister of Tourism and Hospitality Industry of

## Zimbabwe

- H.E. Roger Kacou, Minister of Tourism of Côte d'Ivoire
- H.E. Elizabeth Ofosu-Adjare, Minister of Tourism, Culture and Creative Arts of Ghana
- Mr. Peter Norman, Senior Vice President Real Estate and Development for Hyatt Hotels and Resorts
- Mr. Rafael Gallego, Spanish Federation of Travel Agencies (CEAV) President, Spain

**Debate**

11.45 – 12.45

**Roundtable 2: Africa: The future is now**

*Aware of the relevance of tourism as catalyst for socio-economic development, and infrastructure the cornerstone of the African economy, African governments have stepped up their investment in this sector. Africa has undergone fundamental changes over the last decade which in turn has fuelled demand for infrastructure services including energy, transportation, ICT, water supply, growing agriculture and urban infrastructure. To further increase the competitiveness of tourism in Africa, stakeholders from both public and private sectors need to continue to focus their collective efforts on enhancing infrastructure, communications, use of technology and develop the African tourism product.*

**Moderator:** Mr. Olivier Jager, Co-founder and CEO of ForwardKeys

**Panelists:**

- H.E. Lahcen Haddad, Minister of Tourism of Morocco
- Mr. Matthew Weihs, Managing Director Bench Events
- Mr. Greg Bakunzi, Amahoro Tours Director, Rwanda
- Mr. Tewolde Gebremariam, Chief Executive Officer, Ethiopian Airlines

**Debate**

**Closing remarks:** H.E. Mrs. Isabel Borrego Cortés, Secretary of State for Tourism of Spain

12.45 – 13.00

13.30 – 15.00

**Cocktail offered by INVESTOUR to the participants** (African Pavilion – Hall 6)

13.30– 15.00

**Luncheon for the African and the Middle East Tourism Ministers offered by IFEMA and UNWTO** (North Convention and Congress Center, Room Colon, Second Floor) – **Only with invitation**

**Second session (15.00-19.30), African Pavilion (Hall 6)**

**15.00 – 16.00****Registration****16.00 – 19.30****Workshop Meetings B2B (Business to Business)\***

\*Each participant will be provided with a previously arranged agenda of appointments on the basis of the information provided in the registration online platform. All participants must have their own necessary logistic material in order to guarantee a successful meeting (Laptop, leaflets, catalogs, etc....) N.B. Participants are informed that there will be no technical assistance available such as computers with printers, photocopier, fax, scanner, WIFI internet, nor translation services.