



**Ministerial Round Table on Tourism Development Policies and Strategies
in the Middle East and North Africa region
IFEMA, North CC - N107/108**

29 January 2015, 16:00- 17:30 h

Casa Árabe and the World Tourism Organization (UNWTO) are jointly organizing a high level discussion forum on Tourism Development Policies and Strategies in the Middle East and North Africa (MENA) region, in the framework of FITUR 2015. The discussion will focus on future prospects of tourism in the region, as well as on strategies and measures to accelerate and consolidate tourism recovery, sustain growth, boost destinations competitiveness and promote investment.

Programme

15:45 h. Welcome of participants

16:00 h. Opening remarks

Taleb Rifai, UNWTO Secretary-General
Ignacio Ybáñez Rubio, Secretary of State for Foreign Affairs of Spain
Eduardo López Busquets, Director General of Casa Árabe

16:15 h. Panel discussion

Lahcen Haddad, Minister of Tourism of **Morocco**
Wahida Jaiet, Director General of ONTT, **Tunisia**
Michel Pharaon, Minister of Tourism of **Lebanon**
Abdelrazzaq Arabiyat, Managing Director, Jordan Tourism Board, **Jordan**
Rula Ma'ayah, Minister of Tourism and Antiquities of **Palestine**
Adil Fahad Shrshab, Minister of Tourism and Antiquities of **Iraq**
Maitha Al Mahrouqi, Undersecretary of the Ministry of Tourism of **Oman**

Moderator: **Amr Abdel-Ghaffar**, UNWTO Regional Director for the Middle East

17:30 h. Closing