

UNWTO COMMISSION FOR AFRICA  
Fifty-first meeting  
Ouagadougou, Burkina Faso, 6 June 2011

**Item 6.1 of the provisional agenda**

**REPORT OF THE SECOND EDITION OF THE TOURISM INVESTMENT FORUM FOR AFRICA  
(INVESTOUR) AND PREPARATION OF THE THIRD EDITION**

**Note by the Secretary-General**

The Secretary-General informs the Members of the Commission about the Tourism Investment Forum for Africa (INVESTOUR), a joint initiative of the World Tourism Organization, the International Tourism Fair (FITUR), and Casa Africa in representation of the Spanish Government.

## I. INTRODUCTION

1. The present initiative arose in light of the growing importance of tourism in Africa as a catalyst of socio-economic development and the recognition of its potential as a destination for tourism investment from Spain, which despite its geographical proximity, has traditionally opted to invest mostly in other destinations.
2. The overall objective INVESTOUR is to promote sustainable tourism development in Africa by opening up its destinations to the Spanish outbound and investment market, fostering the growth of Africa's entrepreneurial fabric and job creation, through FITUR and with the support of the UNWTO and Casa Africa. The Decision CAF/DEC/7 taken at the 48<sup>th</sup> meeting of the UNWTO Commission for Africa, held in Cameroon, approved this initiative.
3. The first edition of INVESTOUR, which is a joint initiative of UNWTO, the International tourism Fair of Madrid (FITUR) and Casa África (Representing the Spanish Government), took place 21 January 2010, featuring the Economic Community of West African States (ECOWAS) as the invited region. An exhaustive report of the first edition was presented to the African Members during the 50<sup>th</sup> meeting of the Commission held in May 2010, in Algiers, Algeria.
4. The success of the first edition, with more than 160 participants and the attendance of 15 African Tourism Ministers, led to the organization of the second edition of INVESTOUR.

## II. SECOND EDITION

5. The second edition of INVESTOUR took place 20 January 2011, in Madrid, Spain, in the framework of the 31<sup>st</sup> edition of FITUR, featuring the Southern African Development Community (SADC) as the invited region.
6. As in the first edition, the forum was divided in two sessions, a first session focused on presentations and debates, and a second session dedicated to "Business to Business" (B2B) meetings. In this same framework a Ministerial working session for African and Middle East Tourism Ministers was organized by UNWTO and FITUR.
7. The following logo has been adopted for the second edition:



(a) First session

8. The first session was officially opened by Mr. Luis Eduardo Cortés, Chairman of the IFEMA Executive Committee, Mr. José Eugenio Salarich, Director General of International Economic Relations and Energy Affairs MAEC and Councillor of Casa África, H.E. Mrs. Netumbo Nandi-Ndaitwah, Minister of Environment and Tourism Namibia and representative of the country heading the SADC troika, Dr. Joao Samuel Caholo, Deputy Executive Secretary (SADC) and Dr. Taleb Rifai, Secretary-General, United Nations World Tourism Organization (UNWTO) who also praised the participation of 11 African Tourism Ministers, as well as the attendance of representatives of the Regional Tourism Organization of Southern Africa (RETOSA).

9. After the official opening, the first session was presided by H.E. Ms. Fatou Mas Jobe-Njie, Minister of Tourism and Culture of Gambia, and the participants had the opportunity listen to the following two presentations: *The Tourism Market in Africa*, by Mr. John Kester, UNWTO Manager of Tourism Trends and Marketing Strategies Programme, *Multilateral and Bilateral Funding for the Tourism Industry in Sub-Saharan Africa*, by Mr. Enrique Feas, , Director General for Trade Policy in Mediterranean Countries, Africa and the Middle East of the Ministry of Tourism, Trade and Industry of Spain, and Mr. Carlos San Basilio, General Manager of COFIDES.

10. The second part of the first session was mostly concentrated in Southren Africa, the invited region, with presentations on *Boundless Southern Africa - Transfrontier Conservation Areas*, by Mr. Francis Mfuné, Executive Director of the Regional Tourism Organization of Southern Africa (RETOSA), *All African Games in Mozambique – A regional mega-event*, by H.E. Mr. Fernando Sumbana Junior, Tourism Minister of Mozambique, and presentation on two tourism success stories between Spain Africa, namely *Africa Pride Botswana*, and *Elephant Trails Safari*.

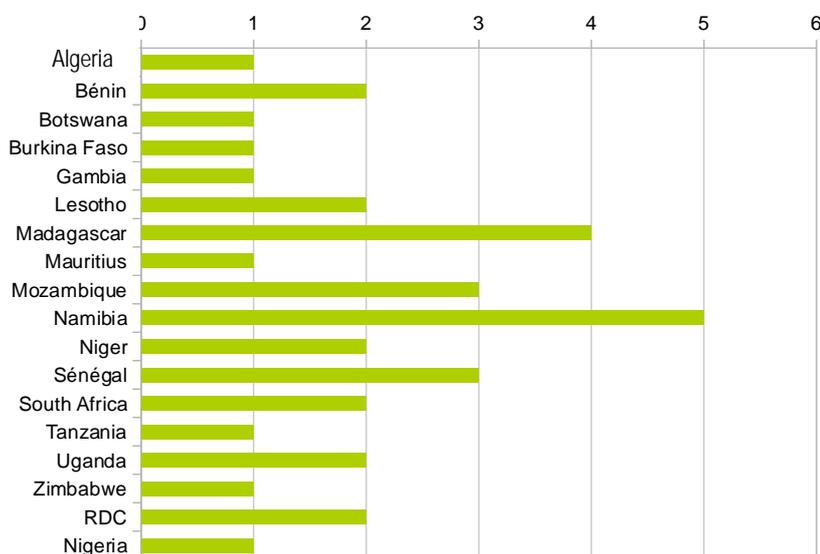
11. Over 200 participants, from 39 countries, took part in this session, among which 11 countries from SADC of a total of 15 member countries. Africa's participation accounted for 67 percent of the total, and the Spanish part amounted to 21 percent of this total. The remaining 12 percent was attributed to the presence of citizens of Brazil, China, United Arab Emirates through Dubai, the United States, France, Greece, India, Czech Republic, Switzerland and Turkey. It was also noted the enthusiasm and interest in tourism development in Africa by international private sector agents. Representatives of several National Tourism Administrations from African countries, as well as representatives of international and regional organizations such as the Regional Tourism Organization of Southern Africa (RETOSA), and the Netherlands Organization for Development (SNV), participated in this session.

12. According to the evaluation questionnaire circulated among the participants, 38 percent expressed satisfaction with the overall program, 40 percent were satisfied with the agenda items, and 28 percent were very satisfied. Regarding the different topics presented during the various sessions, the participants were more sensitive to issues such as ecotourism and community-based tourism to foster tourism development in Africa, but also with the funding criteria and the knowledge of the expectations of investors in order to create a mutually beneficial partnership, and even Africa's share of world tourist arrivals. Some participants insisted on the need to in the future cover issues such as bilateral and multilateral funding for private enterprises, as well as the access to finance for the development of domestic tourism in Africa.

(b) Second session

13. In this second edition of the forum, priority was also given to the interaction between African project holders and Spanish Investors, in a **“Business to Business” (B2B) meetings** format. The purpose of these meetings was to bring together project leaders of African countries and the Spanish private sector investors, to examine and take advantage of investment opportunities in Africa.

14. In terms of participation, 47 companies, among which 35 African and 12 Spanish companies, held over 50 B2B meetings. The African countries represented in this part of the forum were: Algeria, Benin, Botswana, Burkina Faso, Congo, Gambia, Lesotho, Madagascar, Mauritius, Mozambique, Namibia, Niger, Nigeria, Senegal, South Africa, Tanzania, Uganda and Zimbabwe. Following is a chart reflecting the countries and number of companies registered:



15. In the framework of the B2B meetings, an online application has been provided by PROEXCA, a public corporation attached to the Government of the Canary Island. This platform offered African and Spanish companies the opportunity, on the one hand, to register online to participate in the forum, and secondly, to consult with the different registered companies to know their sectors and make the necessary appointments. This interactive platform allowed each participant to fill and update its own information, according to the criteria established for the participants in the forum.

16. The survey conducted among participants in this second session of the forum shows a considerable degree of overall satisfaction. Most of them highlighted the good atmosphere created around the B2B meetings, and recognized the strategic role of the forum in creating an opportunity for them to interact with their counterparts, and increase business opportunities in Africa. Nevertheless, some participants raised the question of the Spanish investors' participation rate, since it was lower than expected, and suggested to enlarge the forum for two days instead of one, involve more financial institutions and NGOs related to tourism, and put in place measures to facilitate the emission of entry visas for the African participants

### III. THIRD EDITION

17. The third edition of INVESTOUR is planned for January 2012 in Madrid, in the framework of the 32<sup>nd</sup> edition of FITUR, featuring Central and East Africa as the invited regions.

18. The preparation for the 2012 edition of INVESTOUR is currently under way, with several coordination meetings already organized, both at the UNWTO headquarters level, as well in Central and East Africa countries.

19. Members of the Commission are invited to participate and to mobilize the African tourism private sector to be present in the 2012 edition of the forum, in order to take advantage of the opportunity it provides to attract investment and establish fruitful business partnerships.