



IX TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA

FITUR (IFEMA), Madrid, Spain, 18 January 2018

PROVISIONAL PROGRAMME

Opening ceremony (09:00–11:15) North Convention and Congress Center, Room N106

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| 09:00 – 10:00 | Registration |
| 10:00 – 10:15 | Official photo |
| 10:15 – 11:00 | Official Opening Ceremony |
| | <ul style="list-style-type: none"> ➤ Welcome Remarks by Ms. Elcia Grandcourt, Director, UNWTO Regional Programme for Africa (Master of Ceremony) ➤ Mr. Luis Padrón López, Director General , Casa África ➤ Mr. Clemente González Soler, Director General, IFEMA ➤ Mr. Zurab Pololikashvili, Secretary General, UNWTO ➤ Representative from the Spanish Authority (TBC) |
| 11:00-11:15 | Presentation by the host of the 61 st UNWTO Commission for Africa (CAF) Nigeria - H.E. Mr. Lai Mohammed, Minister of Information & Culture, followed by the signing of the agreement |

Round table sessions (11:15 – 13:45) North Convention and Congress Center, Room N106

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| 11:15 – 12:20 | Introductory Presentation on Brand Africa by UNWTO |
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Session 1: Brand Africa: Fostering tourism development and investment opportunities

Today, negative perceptions and misconceptions of Africa are identified as one of the main obstacles to enhancing tourism development and investment opportunities in the region. Aware that branding a destination is becoming imperative for the region to fully maximize the development potential of this sector, the first session of the roundtable aims at exploring the situation of Brand Africa and its impact on tourism in the region. Additionally, it aims at exchanging know-how and national experiences of policy measures taken by Member States to reorient and manage a successful brand for their respective destinations.

Moderator: Mr. Thebe Ikalafeng, Chairman, Brand Africa

Panelists:

- Hon. Mr. Najib Balala, Cabinet Secretary, Ministry of Tourism, Kenya
- Mr. Tewolde GebreMariam, Chief Executive Officer, Ethiopian Airlines
- Mr. Adam Wu, Chief Operating Officer, China Business Network (CBN)
- Mr. Kwakye Donkor, Chief Executive Officer, Africa Tourism Partners
- Mr. Pascal Belda, Chief Executive Officer, eBiz Africa Review

Debate

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| 12:20 – 13:30 | Introductory Presentation on Chimelong Biodiversity Initiatives in Africa by UNWTO |
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Session 2: Biodiversity as a driver for sustainable tourism: The importance of effective community involvement

The African region is vastly rich in biodiversity; the continent hosts wildlife reserves and animal sanctuaries, making it a key tourism product in the region. Today, Wildlife watching represents 80% of the total annual trip sales to Africa.

To obtain long-term conservation of the high biodiversity within Africa, it is essential to combat unsustainable activities threatening wildlife. This cannot be tackled by governments only; it requires the strong will and commitment of all stakeholders working together at national and international level. The involvement of local communities is of utmost importance and must be taken into consideration in order to succeed in the conservation of the vast biodiversity of the continent. This session will highlight the economic benefits biodiversity has on the tourism sector in the region and will give an insight into the means of enhancing its benefits for the people while triggering local communities' involvement.

Moderator: Mrs. Marina Novelli, Professor of Tourism and International Development, Academic Lead for 'Responsible Futures'

Panelists

- H.E. Mr. Franck Mwe di Malila Apenela, Minister of tourism, Democratic Republic of Congo
- H.E. Mr. Roland Ratsiraka, Ministry of tourism, Madagascar
- Mrs. Dr. Liya N. Mutale, Permanent Secretary, Ministry of Tourism and Arts, Zambia
- Mrs. Leontine van Hooft, Co-founder and Inclusive Investment Strategist Ubuntu Impact Investment

Debate

13:30 – 13:45

Closing remarks by Ms. Elcia Grandcourt, Director, UNWTO Regional Programme for Africa

14:00 – 15:30

Networking Cocktail offered by INVESTOUR to the participants (North Convention and Congress Center, Room Neptuno, Second Floor)

14:00 – 15:30

Luncheon for the African and the Middle East Tourism Ministers offered by FITUR – (North Convention and Congress Center, Room Colon, Second Floor) – **By Invitation only**

B2B meetings session (INVESTOUR B2B) (15.00-19.00) Pavilion 9, Stand 9 D08

15:00 – 16:00

Registration

16:00 – 19:00

B2B Meetings (Business to Business) *

* Each participant will be provided with a previously arranged agenda of appointments on the basis of the information provided in the online registration 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.

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