

Who we are

INVESTOUR is an initiative promoted by Casa Africa, The World Tourism Organization (UNWTO) and FITUR

Casa África - A public Consortium supported by the Ministry of Foreign Affairs and Cooperation of Spain and the Government of the Canary Islands, aimed at promoting good understanding and trust between Spain and Africa

UNWTO - A United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism as a driver of economic growth and inclusive development

FITUR - The international tourism trade Fair of Madrid is the leading trade fair for inbound and outbound Ibero-American markets, a global meeting point for hundred thousands of tourism professionals from 165 countries.

What we do

Annually organized during FITUR, Spain's International Tourism Trade Fair, INVESTOUR is a forum which promotes sustainable tourism in Africa and is composed of two sessions.

Round Table session: bringing together high level tourism stakeholders from the public and private sector to foster dialogue on how to increase the competitiveness and potential of African tourism at regional and global level.

Business-to-Business Meetings Session: a strategic platform for African entities to present quality projects from different fields of the tourism value chain in order to increase their partnership opportunities with international investors.



X TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA

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PARTNERSHIP OPPORTUNITIES



Contact

E-mail: Investour@unwto.org
Telephone: +34915678100
Website: <http://www.investour-africa.com>

INVESTOUR at a glance

- Promotes sustainable tourism in Africa
- Brings together African Ministers of Tourism
- Opens Africa to international outbound and investment market
- Favors the growth of African business community and job creation
- Encourages African countries to open their destinations to the investment market

Why partner with INVESTOUR?

- INVESTOUR is held in FITUR, one of the world's most important tourism exhibitions, with over 240.000 participants, including 200 ministers and authorities and 165 countries represented
- A consolidated event, an example of successful partnerships between the public and the private sectors
- INVESTOUR is the only annual forum that brings directly together African and Spanish as well as international agents
- Supported by the main African trade blocs, as well as by private sector and public institutions of the tourism sector.
- Direct access to more than 400 key actors of the tourism and related sectors, and to business opportunities of the sector in Africa.

Why tourism for Africa?

Home to rich cultural heritage and abundant natural resources, Africa offers an immense potential for tourism. International tourist arrivals are forecast to increase to 134 million by 2030. In parallel, tourism is one of the fastest growing sectors of the world economy. If properly harnessed and the right policies are put into place, tourism in Africa can be an effective tool for socio-economic development, poverty reduction and job creation.

Programme of INVESTOUR 2019

Round Table Sessions

The round table sessions offers the opportunity to exchange views and generate an interactive debate on how to increase the competitiveness and the potential of African tourism at a global and regional level.

UNWTO/NEPAD Tourism Tech Adventure: Promoting African Tourism Innovation.

The three-day initiative challenges African entrepreneurs and innovators to design innovative startups that will positively contribute to the facilitation of travel and tourism. Five startups will receive sponsorship to learn, pitch and travel in one of the world's top tourism destinations and will gain exposure to the world's tourism leaders, investors, corporates, academia and supporting business partners.

B2B meetings session

The session devoted to business-to-business (B2B) meetings constitutes of a strategic platform that puts African tourism project leaders and potential international partners in direct contact with one another.

Networking sessions

- Cocktail reception (INVESTOUR participants)
- Lunch offered for African Tourism Ministers (by invitation only)

Why become a sponsor?

- Raise brand awareness among key decision-makers from different spectrums of the tourism sector
- Associate with promoting tourism development in Africa as means to socio-economic progress
- Media exposure in view of the presence of the general and specialized media at the event.

Thematic focus

The forum touches on the different fields of the tourism value chain, such as: Infrastructures and construction, (renewable) energies, access to water, waste management, communication & technologies leisure and well-being.

Sponsorship levels

EXCLUSIVE PARTNERSHIP	50.000€
PREMIUM SPONSORSHIP	10.000€
GOLD SPONSORSHIP	5.000€
SILVER SPONSORSHIP	3.000€

Sponsorship benefits

	Exclusive	Premium	Gold	Silver
Exclusive partner of INVESTOUR	○	—	—	—
One-to-one Meetings with African Ministers covering portfolios of Tourism, Air transport, Aviation, Handicrafts, culture and wildlife.	○	—	—	—
Logo on the Investour website	○	○	○	○
Logo in all event communication, in the Forum documentation as well as in visual materials used during the event	○	○	○	○
Recognition during the opening ceremony	○	○	○	○
On site distribution of company information	○	○	○	—
Invitation to participate in the round table session as panelist or moderator	○	○	—	—
Invitation to the Ministerial lunch and acknowledgment	○	○	—	—
5 Complementary tickets to FITUR	○	○	—	—
Sponsor logo in the official INVESTOUR 2019 video after the event	○	○	—	—
Exclusive interview with Sponsor representative for the official INVESTOUR 2019 video	○	○	—	—
Opportunity for interviews with media outlets covering INVESTOUR	○	○	—	—
Promotion in UNWTO Press Releases of the event and other recognition in Social media	○	○	—	—