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 Shreshab, 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