VIII TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA
Madrid, 19 January 2017
FINAL REPORT
# Table of Contents

Introduction ......................................................................................................................... 3

1. Inauguration and Round-tables session: Main highlights and conclusions ......................... 5
   1.1. Opening ceremony .............................................................................................................. 5
   1.2. First round table .............................................................................................................. 15
   1.3. Second round table ........................................................................................................... 22
   1.4. Closing remarks ............................................................................................................... 27

2. B2B Meetings Session ........................................................................................................ 27

3. Participation and Satisfaction figures .................................................................................. 30
   3.1. General Figures ............................................................................................................... 30
   3.2. B2B Session .................................................................................................................. 31

4. Special thanks ...................................................................................................................... 33

5. Appendix ............................................................................................................................. 36
   5.1. Technical Secretariat Datasheet ..................................................................................... 36
   5.2. Steering Committee ........................................................................................................ 36
   5.3. Ministers and Heads of Delegation attending INVESTOUR 2016 ..................................... 37
   5.4. Programme .................................................................................................................... 38
   5.5. Profile of the Panelists .................................................................................................. 41
   5.6. Media Coverage Report ................................................................................................ 46
INTRODUCTION

The Tourism Investment and Business Forum for Africa (INVESTOUR) was held on 19 January 2017 in Madrid, Spain. It was the eighth edition of the Forum, jointly organized by the World Tourism Organization (UNWTO), the International Tourism Trade Fair of Madrid (IFEMA/FITUR) and Casa África (organization representing the Government of Spain), on the occasion of the 37th edition of FITUR.

UNWTO is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development, environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

FITUR is a global meeting point for tourism professionals and the leading trade fair for inbound and outbound Ibero American markets.

Casa África’s activity forms part of the Government’s foreign policy as a public and economic diplomacy tool. Casa África works with the aim of promoting good understanding and trust between Spain and Africa, and strengthening Hispano-African relations through dissemination, educational and cultural activities.

The Forum’s main objective is to promote the development of sustainable tourism in Africa, while encouraging exchanges on investment and business opportunities in the region. Each new edition of INVESTOUR has been an opportunity to introduce a certain number of innovations. Initially open to representatives of African national tourism administrations, the Spanish Government and Spanish private-sector actors, this year the Forum was expanded by welcoming the participation of Chinese and Japanese public sector actors. For its 8th edition, INVESTOUR aimed at consolidating and increasing the participation of international actors.

INVESTOUR also benefited from the presence of the Secretary of State for Tourism of Spain and the Secretary of State of Foreign Affairs of Spain, who inaugurated the Forum. As one of the innovations introduced for this edition, a general overview of foreign investments in Africa was presented to the participants by the Chinese Chamber of Tourism and Casa África during the opening ceremony.

This year, INVESTOUR was organized in two events that took place simultaneously.

1. The round tables session offered participants the opportunity to discuss and exchange views on two topics: (i) Technology and the design of new tourism products and projects, and (ii) Skills development, youth and women employment in tourism. These two round tables offered the occasion to express different opinions and generate an interactive debate which would yield valuable insights on how to increase the competitiveness and potential of African tourism at the global and regional levels.

2. The other event was devoted to business-to-business (B2B) meetings, a platform that puts African tourism project leaders and potential international partners in direct contact with one another. A new approach was also introduced regarding this session, focused on the selection and promotion of quality development projects.

With a record number of participation (400 participants from 42 countries, including 28 African Ministers of Tourism and Heads of delegations), the 8th edition has contributed in making of INVESTOUR a landmark meeting platform for high-level tourism stakeholders from Africa and all over the world, taking the discussion forward on the development of a sustainable tourism in Africa.
“INVESTOUR is an excellent opportunity to evaluate tourism in Africa.”
- Jesus Quereda, Manager of Segittur, Spain

“The event is certainly at a high level and we would recommend that it be kept as a key activity within the FITUR Programme.”
- H. E. Mr. Maurice Loustau-Lalanne, Minister for Tourism, Aviation, Port and Marine of Seychelles
1. INAUGURATION AND ROUND-TABLES SESSION: MAIN HIGHLIGHTS

1.1 Opening Ceremony

The Opening Ceremony and the Round-tables session of INVESTOUR took place from 10:00 am to 13:45 pm in the room N1 06 of the North Convention and Congress Center of IFEMA. The reception of credentials and in situ registrations started at 09:00 am.

The following dignitaries joined for the opening of the forum: H. E. Ms. Matilde Pastora Asian González, Secretary of State for Tourism of Spain, H.E. Mr. Ignacio Rubio Ybañez, Secretary of State for Foreign Affairs of Spain, Mr. Luis Padrón, the General Director of Casa África, Mr. Lopez-Puertas, Director of IFEMA, H.E. Mr. Taleb Rifai, the Secretary General of UNWTO and 30 Ministers of tourism and Head of Delegations of Africa and the Middle East.

Ms. Elcia Grandcourt, UNWTO Director of the Regional Programme for Africa

The opening ceremony started with the welcoming words of Ms. Elcia Grandcourt, UNWTO Regional Director for Africa, who had the honor to be the master of ceremony of this 8th Edition of the Forum. Ms. Grandcourt expressed the great pleasure and honor for UNWTO, Casa África and FITUR to see the participants join the Forum in great numbers. She acknowledged the presence of the Tourism Ministers from Africa, and the Middle East, as well as the high officials from the tourism sector and extended a warm welcome to the newly appointed Ministers. She also gave a special welcome to the first private sector organizations from Asia (China and Japan) who were participating in INVESTOUR for the first time.

She also thanked the three official sponsors of INVESTOUR 2017 for their support which has been highly appreciated for this year’s edition: Chimelong Group, Les Roches International School of Hotel Management and the Tourism Optimizer Platform.

Ms. Grandcourt highlighted then the positive figures regarding tourist arrivals in Africa for 2016, which grew by 8% with 58 million arrivals, emphasizing the resilience of the sector and its ability to rebound after the poor results recorded by the region in 2015.

Africa remains a continent with a huge potential for growth through tourism and INVESTOUR, which is now celebrating its 8th edition, provides the space and the right platform to bring private sector companies and African tourism authorities together to discuss and promote investment and commercial opportunities in the continent.

Ms. Grandcourt concluded her speech by presenting the programme of the Forum to the participants, and welcoming the distinguished speakers for the opening remarks and inauguration of the event.

Mr. Luis Padrón, Director of Casa África

Mr. Padrón underlined first the great evolution of INVESTOUR Forum and its constant growth, as reflected in the number of participants and Ministers present to the eighth edition. Mr. Padrón welcomed the participants and wished them a fruitful event. He also insisted on the opening of INVESTOUR to more international stakeholders
Each year, like China for this 8th edition, which is, as Mr. Padrón recalled the audience, the number one tourism source market in the world.

Introducing Casa África as a public and economic diplomacy tool located in the Canary Islands, which principal aim is to make Africa and Spain closer, Mr. Padrón presented INVESTOUR as an excellent initiative to fulfil this mission, by allowing tourism stakeholders to meet, negotiate, share good practices, look for and open new ways for cooperation and growing together. He took the opportunity to thank FITUR, which offers the perfect set-up to host such a Forum.

Mr. Padrón then made an emphasis on the role of Spain as a referent country in terms of tourism, and a more and more important collaborator and business partner of Africa, pointing out the fact that in 2016, 1,500 Spanish companies are permanently installed in Africa, and more than 20,000 Spanish companies export regularly to the African continent. Mr. Padrón expressed the need for Spain to reinforce direct investments in the region, as well as the importance of consolidating the presence of international companies and local hotel managers. He took the opportunity to express the growing interest of Spanish companies for the tourism sector in Africa and their commitment to collaborate on the development challenges the region faces. As main challenges to work on and cooperate, Mr. Padrón mentioned first the profitability, which has to be accompanied by the respect and conservation of the touristic products of each country. Another challenge highlighted by Mr. Padrón was the connectivity. If 14 companies are currently flying between Spain and Africa, a special effort will still have to be made on developing the connectivity to fulfill the growing demand, as reflected by the forecast of the International Air Transport Association (IATA). IATA considers that the traffic to Africa will grow by 173% in the next 20 years, to reach 300 million passengers for 2035.

Mr. Padrón also expressed his pleasure and honor to especially welcome the new Secretary of State for Tourism of Spain, Mrs. Matilde Pastora Asían Gonzalez, who also comes from the Canary Islands. Mrs. Padrón then said a few words about the Canary Islands, which principal engine is the tourism, receiving 15 million tourists per year, and which have maintained privileged and ongoing relationships with Africa.

Mr. Padrón took the opportunity to underline the excellent collaboration between Casa África and UNWTO, for the organization of INVESTOUR as well as other initiatives, like the upcoming joint-publication on Brand Africa, which will highlight the importance of the narrative and the role of communication and the media for the promotion of the continent. Mr. Padrón concluded by mentioning the positive perspectives for tourism arrivals in Africa, which will represent an ideal channel to reach sustainable development, the creation of jobs and diversifying of the economy.

Mr. Eduardo Lopez-Puertas, General Director of IFEMA

Mr. Eduardo Lopez-Puertas started by welcoming the participants and he also expressed the honor that IFEMA feels to be one of the organizers of INVESTOUR. He further expressed the commitment that IFEMA has in collaborating in the task of turning tourism into an effective tool for the development of the countries and regions requiring greater impetus.

Mr. Lopez-Puertas recalled the audience that FITUR was recognised as being one of the leading business forums for the industry, where nearly 9,700 companies and more than 220,000 visitors come together to consolidate strategies and generate new opportunities. These figures reflect Spain’s leading role within the international tourism industry and thus makes FITUR one of the most important trade fairs in the global tourism market. FITUR is becoming an increasingly relevant promotional and business tool for Africa to develop its interests within the tourism industry, and introduce a sustainable tourism model in the continent, that would drive forward development, creation of wealth and employment.

In this respect, firmly looking towards the future, IFEMA is pleased to promote the INVESTOUR initiative, that have successfully placed representatives of African tourism in contact with experienced businesspeople from
Spain’s tourism industry and from other countries for 8 years now, with the goal of allowing them to contribute to the continent’s progress through their investment and experience.

Mr. Lopez-Puertas continued his welcoming words saying that it was indispensable for him to recognise the work undertaken by UNWTO as well as CASA AFRICA, whose contribution and efforts have been fundamental to this initiative. He then expressed to the audience his conviction that this cooperative model involving three institutions endows this programme with bright future prospects, thus guaranteeing its continuity, as confirmed by this latest staging of the event.

Mr. Lopez-Puertas then stressed the critical importance of the main themes selected for the round-table sessions; technologies and skills development, as there is little doubt that these aspects lie at the heart of any progress in tourism and that analysing them is crucial for the interests of Africa and its inhabitants. On behalf of the three organizers, he also expressed his wish that all the participants taking part in the B2B meeting session would identify collaboration opportunities.

He concluded by expressing his confidence in the fact that INVESTOUR will continue to operate as an effective instrument for channelling and supporting economic growth throughout the region, and his hope that the Forum will bring numerous projects to life.

Mr. Taleb Rifai, UNWTO Secretary General

To start his welcoming speech, Mr. Rifai stressed the fact that it was only right that Spain, a world capital of tourism, plays host to the most important tourism forum for one of the world’s most rapidly-growing tourism regions.

He then welcomed all the Ministers, Ambassadors and Delegates, as well as the Regional Commission for Africa (CAF) representatives, the Asian delegations, and the three sponsors.

Mr. Rifai congratulated the African tourism stakeholders for the positive results of the year (increase of 8% in tourists’ arrivals) after the difficulties they faced in 2015, due for instance for some of them to the Ebola crisis. He then took the opportunity to present the forecast for 2017, namely 5% to 6% growth for the continent. Once again, tourism appears to be of the world’s most resilient sectors, capable of pulling through crises and speeding recovery. However, for Mr. Rifai, the growth does not correspond yet to the potential of the continent, and to what the market share should be.

For Mr. Rifai, the predicted growth in international tourism, including intra-Africa tourism as the middle class is increasing in the region, combined with the growth of Africa’s population (expected to double to 2.5 billion by 2050) will accelerate the need of a structural transformation for the region to sustain economic growth and its natural resource wealth. Tourism can assist this transformation by delivering a host of socio-economic benefits and helping to protect the environment.

But two main issues will have to be addressed in this transformation, to ensure a sustainable and inclusive development, as expressed by Mr. Rifai:

First of all, the one involving the role of technology and product development. Technological advances have brought new business models and forms of engagement between tourists and destinations. Moreover, consumer power has grown and the sector is responding with new products that are often online, collaborative and informed by consumer data. Even if we can be pleased to see that more and more African countries start prioritizing technology in tourism development agendas, there is still work to be done.

A second crucial challenge mentioned by Mr. Rifai, which was then debated during the second round-table, is the skills development for youth and women in the sector. Youngest populations and women are the segments with the highest unemployment rates in Africa. To balance the situation, the conditions for them to access, on an equal basis, meaningful jobs in the African tourism sector have to be vastly improved. A substantial increase of the
number of internships and scholarships is needed, coupled with top-quality education and training on the skills that tourism employers actually require.

Mr. Rifai closed his speech by encouraging the participating countries and organizations to take the launch of the International Year of Sustainable Tourism for Development, 2017 as a real chance for Africa to show how important tourism is in helping to deliver on the 17 universal Sustainable Development Goals (SDGs) that guide their action towards 2030. Before wishing a successful 8th Edition of INVESTOUR to all participants, Mr. Rifai invited the countries to support the activities organized in the framework of the International Year, to celebrate it and take initiatives.

H.E. Mr. Ignacio Ibañez, Secretary of State for Foreign Affairs of Spain

“Our destination is never a place, but a new way of seeing things”. Mr. Ibañez chose to start quoting the American playwright Henry Miller, as for him, this sentence summarises well what tourism, this factory of new destinations, can and have to represent for everyone; not only opening new horizons, strengthening the economy and social fabric, and creating employment, but first and above all, transforming our perceptions and way of thinking.

As Mr. Ibañez informed the audience, Spain knows very well the power of tourism, as it made the country prosper in the 1960’s, greatly contributing to the development, stability and internationalization of the country. In 2015, Spain received almost 70 Million of tourists, making it the third tourists’ receiver country in the world, and second in the European Union. Similarly, Africa is now taking the same path that will lead the continent to modernity, prosperity, openness and equality.

According to Mr. Ibañez, Africa’s youth is one of its main assets; a treasure that tourism can convert into an opportunity. African entrepreneurship, through creativity and innovation, will change the image of the continent, and participate in the integration, peace, democracy and growth of Africa, for the continent to have a stronger presence and influence on the international scene.

But for the tourism industry to be able to flourish in Africa, it has to be strongly supported by education, compromised public policies, and facilitation measures for investment. Mr. Ibañez thus evoked the big role and responsibility of the Ministers and Heads of Delegation present at the forum, assuring them of the support of Spain as a major collaborator in this development, as it has been in the past decades.

Mr. Ibañez took the opportunity and recalled the audience of the proximity between Spain and Africa, not only physical, but also with an important history of diplomatic relations. Nowadays, Spain has the fourth largest diplomatic network in Africa within the EU countries, and keeps on working with the continent on stability and peace missions. The new Master Plan for Cooperation between Spain and Africa will give a new impulse to the relations between the two entities, with strategic directions to adapt the cooperation to the transformative environment and reality of the African continent. The future of the relations will also be thought with a European perspective, as both continents are facing an historic turning point that calls for solidarity and compromise to work hand in hand regarding the current challenges to become stronger together: immigration crisis, security and terrorism, equality, growth, and climate change; topics that we know clearly impact tourism. Those crucial topics will be discussed during the Africa-EU Summit in 2017. Mr. Ibañez concluded his remarks by putting an emphasis on the importance of close cooperation by quoting an African saying which says, “The print let by the ones who walk together never fade”.

H.E. Mrs. Matilde Pastora Asian Gonzalez, Secretary of State for Tourism of Spain

After having welcomed all the participants and transmitted the best regards of H. E. the Minister of Energy, Tourism and Digital Agenda of Spain, Mr. Alberto Nadal, Ms. Pastora expressed her warm thanks to all the people whose silent and discreet efforts allowed this forum to take place on this day.
Then she highlighted the fact that a platform like INVESTOUR, which allows tourism stakeholders the opportunity to discuss and share experiences, learn, and explore business opportunities is a unique tool for all the participating countries to give an impetus to economic development.

Africa is a big continent with very different countries and various levels of development, but which have all as a common point the huge potential they are offering at the moment, thanks to their incredible natural resources and the richness of the cultures. But those assets are still unknown and not fully recognized, and there is a greater need to give them the visibility that corresponds to their real value. Africa is a great and amazing discovery for people who never had the chance to visit the continent.

Mrs. Pastora affirmed that tourism is a key factor of implementation for economic and social development in Africa, as it has been and still is for Spain. But sustainable development also requires inclusiveness, in order to give woman and youth the possibility to access employment and participate in the economic and social activity.

Tourism has proven many times its power of stimulating and reviving the economy, as it did in Spain in 2016, where tourism has registered record figures, participating as a key element in the repositioning and recovery of the country.

For historical reasons, Africa and Spain have always maintained close relationships, which are expected to strengthen in the future, thanks to the important cooperation work that is now being developed. This work on cooperation has to include the exchange and transfer of know-how, like Spain has been successfully doing in the past years, sharing its important experience and expertise regarding tourism especially with Latin America. It also has to include the development of connectivity, and the improvement of investment facilitation measures to increase the number of international companies in the continent. As an illustrative example, Mrs. Pastora mentioned the new fiscal reduction on investment permitted by the EU Commission to the companies from the Canary Islands who wishes to invest in Africa.

Mrs. Pastora then stressed that it is important not to forget that some African countries are already experiencing a strong tourism development, and that this is a great competitive advantage for the continent, that could also be efficiently used in the sharing of good practices. Other countries have known negative experiences, but this also have to be considered as an opportunity to rebound, learn and improve, for instance through stronger skills development.

Concluding her speech, Ms. Pastora reminded the audience in turn that the International Year of Sustainable Tourism for Development, 2017 will also be a unique occasion for all our countries to learn and reflect together on the best solutions to make of tourism a source of wealth, employment, but also of cultural exchange and mutual knowledge and respect, which are cornerstones of peace and security.

Presentation and signature of the Agreement of the 59th UNWTO Commission for Africa

For the past three years the organizers of INVESTOUR had mutually agreed that during the opening ceremony of INVESTOUR the next host country for the UNWTO Commission for Africa (CAF) is to be invited to make a presentation to the participants as well as to sign the CAF agreement.

As such and since Ethiopia is the next host country for CAF which is to be held in Addis Ababa in April 2017, Ms. Meaza Gebremedhin, the State Minister of Tourism of Ethiopia, was invited to address the audience. Her intervention was followed by a presentation on the destination made by Mr. Solomon Tadesse, CEO of the Ethiopian Tourism Organisation (ETO).

The State Minister for Tourism of Ethiopia started by expressing her gratitude for the opportunity offered by UNWTO to host such an important event.

The Minister and Mr. Tadesse then presented the potential of Ethiopia in terms of tourism development. Not only is Ethiopia considered as the cradle of ancient civilizations of Africa, it is also the home of historical, cultural,
religious and natural heritage, with 12 UNESCO sites and 3 intangible cultural heritages. A strategic plan is being designed at the moment to register more sites on the UNESCO list, as part of the measures undertaken to give more visibility and international recognition to Ethiopia’s main attractions. This identity is reflected in the new destination brand successfully developed by the country, summarized by the slogan “Ethiopia, a Land of Origins”.

The five year plan for tourism development introduced by the Ministry and the Ethiopian Tourism Organisation aims at saving and transferring the nation’s ancient value and heritage to the coming generations. The potential of the tourism sector in Ethiopia is yet to be fully maximised. The lack of adequate infrastructures and products, and the absence of a destination vision, are some of the barriers that have been hindering the development of the sector however, the situation has now changed. The establishment of the Tourism Transformation Council, led by the Prime Minister of Ethiopia, demonstrates the political will of the government to make tourism a priority for the country, considering the impact it can have on the economy. Ethiopia is now open to tourism and for business, notably through the development of infrastructure and products for Tour Operators, with the help of international cooperation and investments.

The Ministry is currently working with different national stakeholders, like Ethiopian Airlines, and international stakeholders, to develop and promote tourism facilities and products, based on Ethiopia’s main attractions and resources, related to nature (mountains, landscapes, wildlife), or cultural and historical assets. All the strategic and operational measures undertaken by the Ethiopian tourism sector will help build the image of the country.

Ethiopia has received 1 million visitors in 2016, which generated US$ 3 billion in revenue. Numerous new measures, aiming at improving the quality of the facilities and the quality of reception services, with training programs for the hotel industry, contribute to the growing figures of tourist arrivals in the country.

With the collaboration of UNWTO, the Ministry is currently preparing to host the 59th CAF Meeting. Ethiopia is becoming a very experienced host and a preferred destination for international conferences. The CAF Meeting will also contribute to reinforce the image of Ethiopia as a fast-rising economy, and the political capital of Africa. H.E. Meaza Gebremedhin thus expressed her conviction that the Commission will be a successful and fruitful event, and invited the Ministers present to attend in great numbers. Mr. Tadesse also seized the opportunity to invite the participants to come and visit the country, he went on to assure them of the warm hospitality they would receive from the Ethiopian people who are known for their hospitality.

The CAF agreement was signed by H.E. Meaza Gebremedhin, State Minister of Tourism of Ethiopia and Mr. Taleb Rifai, UNWTO Secretary General.
Foreign Perspectives and Business Overview on Investment Opportunities and Tourism development in Africa: The vision of China and Spain.

In their endeavour to extend and open the INVESTOUR forum to international participants, the organisers of INVESTOUR this year managed to attract in great numbers high level representatives from Asia, principally from China and Japan who were very keen to share their experiences to the audience.

China and Japan are increasingly becoming strong collaborators for Africa, in various sectors of development.

Japan is a long-standing partner of Africa, supporting the Continent on numerous development projects, in particular through the JICA (Japan International Cooperation Agency). Commercial and development cooperation has strengthened in the recent years between Japan and several countries in Africa. During the Sixth Tokyo International Conference on African Development forum (TICAD VI 2016), Japanese Prime Minister Shinzo Abe pledged $30 billion in public and private support for African development for the next three years, including $10 billion for infrastructure projects executed in cooperation with the African Development Bank. Those projects will include tourism infrastructures, as the TICAD identified tourism as a key sub-pillar for support. JICA is also partnering with UNWTO to promote Sustainable Tourism, assisting developing countries, notably in Africa, to reduce poverty through tourism development as well as to improve public policies and business practices. It was thus a pleasure to receive delegations from the JICA and the JATA (Japan Association of Travel Agents) to INVESTOUR 2017, and benefit from their experience in tourism international cooperation.

Regarding China, the Beijing Action Plan of the Forum on China-Africa Cooperation has outlined tourism as a key area of cooperation. For China, who is the world’s current top spender in outbound tourism, Africa represents a transformative and important market and the rise of Chinese commercial activities in Africa has allowed the establishment of new flight routes. In addition, to date, twenty six African countries have been granted the Approved Destination Status. The organizers of INVESTOUR was therefore honored and pleased to welcome the Chinese Chamber of Tourism (CCT) to the Forum, as the leading private sector institution for tourism in China. As it was an excellent opportunity for the audience to benefit from the perspective and experience of China in the continent. Ms. Wang Ping, Chairman of the CCT, was invited to make a presentation of China-Africa relationships regarding the tourism sector, which brought an added-value and fresh perspective to the content of the forum.

Mr. Luis Padrón, Director General Casa África, complimented Ms. Wang Ping’s presentation by giving the Spanish perspective on investments in the tourism sector in Africa, offering to the audience a clear overview of the role played by Spain.

Ms. Wang Ping started by informing the audience that 10 years ago, the China Chamber of Commerce for the Tourism Industry Association participated in the creation of the China-Africa Chamber of Commerce, which their objective is to further promote China-Africa tourism development cooperation and to promote mutual understanding. The CCT has ever since been actively involved in the promotion of African tourism work and activities, cooperating with Africa in many fields linked to tourism, economy and culture.

China is the world’s largest outbound tourism country. As one of the largest industries in the world, tourism has made outstanding contributions to the world and China’s economic development. According to the data released by the China National Tourism Administration (CNTA) in January 2016, China’s domestic tourism reached 4.44 billion people, with total domestic tourism revenue of 3.9 trillion yuan (approximately 550 billion EU). Regarding the outbound tourism number, it is of 122 million passengers in 2016, including Chinese tourists going to Africa.

*Approved Destination Status: ASD is a bilateral tourism arrangement between the Chinese Government and a foreign destination, whereby Chinese tourists are permitted to undertake leisure travel to that destination.*

Since 2010, the average annual growth rate of Chinese tourists visiting Africa is more than 50%.

-Ms. Wang Ping, Chairman of the CCT
Since 2010, the average annual growth rate of Chinese tourists visiting Africa is more than 50%. As pointed out by the China Tourism Research Institute report released in 2015, "China Outbound Tourism Development Report", more than 2.91 million Chinese tourists went to Africa in 2014. The absolute number might seem small, but it reached 80.9% on year growth rate, and it remains the fastest growing outbound region.

As we all know, tourism is considered to be a driver of economic growth and development and an important source of income for African economies, largely contributing to the GDP of the countries. The positive perspective for 2030 tourists’ arrivals to Africa will make tourism more than ever a pillar industry for the continent. Chinese tourists have made important contributions to the development of Africa's tourism industry. In order to share more dividends in the Chinese tourism market, African countries such as South Africa and Mauritius have introduced measures to attract more Chinese tourists.

South Africa for instance has taken measures to simplify the visa procedures, and to increase marketing campaigns and publicity to attract tourists. In 2016, South Africa opened five visa centers in China, in addition of the four existing ones. As a result, international tourists’ arrivals increased by 20% in 2016, including more than 70,000 Chinese citizens, according to the national Bureau of Statistics and Tourism. This exceeded by far the previous 4% expected arrivals in the country, and represented an increase of more than 60% over the same period last year. South Africa thus ushered in a strong recovery in the tourism market this year, where the contribution of Chinese tourists seems to have played a decisive role. At the moment, China is South Africa’s sixth largest source of tourists. The growth of these arrivals data cannot be separated from China’s efforts with its airlines, and especially Air China, with the opening in 2016 of a new flight route from Beijing to Johannesburg.

Mauritius also took new measures, of a different nature, but yet really efficient to attract Chinese tourists. In 2016, Mauritius National Telecommunications Corporation and China Tencent Group jointly created a partnership for the global travelers to use WeChat phone cards in Mauritius, a really common and popular phone card solution in China (covering 90% of Chinese smart phones). Those cards can meet the needs of visitors in a maximum of 1 month of communication, and thus gives the Chinese tourists a lot of convenience. The number of Chinese tourists to Mauritius doubled last year. Mauritius attaches indeed great importance to the Chinese tourism market. The country introduced several additional initiatives in the recent years to provide a good environment for Chinese tourists, including the implementation of Chinese signages at the airport and other tourist facilities, and providing Chinese food in the hotels. China and Mauritius also worked on visa facilitation, and improved connectivity between the two countries.

Ms. Wang Ping then expressed her conviction that such a cooperation work could and should be developed with much more countries in Africa, and she shared with the audience the initiatives that she thinks could contribute to Chinese tourists’ attraction to Africa. The first development line would be to greatly increase the promotion of the destinations, and keep on improving tourism facilities. Nowadays, Chinese tourists in Africa is focused on the same few destinations, not only because of the strategic position occupied by tourism in those countries and the quality facilities, but also because of the destination promotion, that encourages tourists to do more in situ: the wonders of Egypt, the "Rainbow Country" South Africa, the beautiful scenery of the Charming island Mauritius, the "Africa Hawaii" the Seychelles, and the natural wildlife parks of Kenya.

The second line proposed by Ms. Wang Ping would be to strengthen the development of high-end depth tourism products, and especially tours. Compared to other regions of Asia, most of the Chinese tourists to Africa are senior travelers, who prefer pre-organized deep-discovering trips, like the possibility to admire ancient Egyptian civilizations, enjoy the natural landscape of South Africa, or watch the animals in Kenya. Wildlife has become a good entry point for Chinese tourists to learn about Africa. Statistics show that wildlife watching tourism in Kenya attracts more tourists from China than from Europe, USA or other countries. For example, a travel agency in China launched this year the "Looking for Beast Footprint" tour in Kenya, an immersion tour with multiple well organized services designed to optimize the all-inclusive experience. Ms. Wang Ping assured the audience of the success that kind of product will know.
The third line mentioned by Ms. Wang Ping concerns the development of island leisure travel. Islands have always been one of the favorite destinations for Chinese tourists, and the apparent distance of African islands is gradually decreasing into the Chinese tourist’s perception. Countries like Cabo Verde or Comoros Islands could cooperate with Seychelles or Mauritius, to share experience and good practices, and work on the development of appropriate tourist routes, and high-standard infrastructures.

The fourth and last development line is related to security measures. Chinese perceptions regarding the African destination is still markedly influenced by the image of insecurity the continent often suffers from, and countries might need to take it into account in their efforts to attract Chinese tourists. Specific communication measures as well as special training programs for local tourism professionals could contribute to reassure Chinese visitors. Another area related to security is the sanitary issue. On this subject, Ms. Wang Ping encouraged the African health sector to actively work on this issue and strengthen the sanitary measures and control, to keep on eliminating the psychological barriers for tourists to Africa.

Ms. Ping concluded by expressing her hope that those quick experiences and suggestions will help in promoting Africa’s tourism, together with the cooperation between China and Africa that will keep on deepening in the next years. A strong collaboration will contribute to African tourism competitiveness, as the continent is becoming a popular new destination.

For his part Mr. Padrón presented to the audience his vision on tourism development in Africa, with a perspective more oriented to private sector, and the investment opportunities the continent can offer them in the tourism sector.

Mr. Padrón started by presenting the already strong relationships between Spain and Africa, with figures illustrating the diplomatic, cooperation and development, commercial and cultural relations maintained by the two entities.

The representation of Spain in Africa constitutes one of the most important European diplomatic networks in the continent. Sub-Saharan Africa is one of the priority geographical areas for Spanish cooperation programs. With 11 technical cooperation offices, and 4 international missions for peace and security with Spanish participation in Africa, Spain is an important development partner of the continent. The Canary Islands are also hosting the Logistics Base of the UN World Food Program. Regarding commercial relations, 13 Spanish Economic and Commercial Offices are located in Africa. The continent represents 6.8% of Spanish exports (which is more than the Spanish exportations toward Latin America), and 8.45% of the imports. Most of the gas and petrol consumed by Spain comes from Africa. 12 Cervantes Institutes, together with the cultural institutes of the 28 embassies are responsible for promoting the Spanish culture in Africa, and facilitating cultural exchanges between the two entities. Intercultural dialogue facilitation is one of the many objectives of Casa Africa as well, the referent institutions of the Spain-Africa relations. This welcoming and warm home, as Mr. Padrón likes to describe it, also aims at building bridges for political and economic cooperation, mutual knowledge and the strengthening of ties between civil societies. Casa Africa is part of the Home Network (6 Casas) of the Ministry of Foreign Affairs and Cooperation of Spain.

Mr. Padrón then oriented his presentation towards the commercial relations with Africa, and an overview of investments in the tourism sector, highlighting the remarkably growing interest of Spanish private sector for the possibilities offered by the continent. Africa counts today almost 40,000 Spanish companies selling their products to the continent, and more than 1,500 companies installed there; a number that has been multiplied by 7 between 2010 and 2015.

“Sub-Saharan Africa is now also starting to be considered as a land of opportunities, where it is very interesting to invest in sectors like renewable energies, transport and infrastructures.”

-Mr. Luis Padrón, Director of Casa Africa

Spain is already a long-time commercial partner of North-Africa, and among the most important ones, with strong relations notably with Morocco, Algeria, Egypt and Nigeria. Spain is the number 1 business partner of Morocco, and its second investor. But Sub-Saharan Africa is now also starting to be considered as a land of opportunities, where it is very interesting to invest in sectors like renewable energies, transport
and infrastructures. Nowadays, 40% of South African renewable energies are produced by Spanish companies. Spain is also the third of European country having won the highest number of competitive tenders and biddings from the African Development Bank Group. Connectivity is also considerably developing between Africa and Spain with 14 airlines covering the route, but still remains a determining challenge for the future of the Spain-Africa relations.

Spanish investment in Africa is undeniably a growing phenomenon, even if it is still mainly concentrated in the islands territories and the Mediterranean countries belonging to Africa. The first countries attracting Spanish investments are Morocco, Cabo Verde, Tunisia, Egypt, Mauritius and Seychelles. In the tourism sector, the investments in the hotel industry are particularly increasing. The Spanish companies Barceló Hotels & Resorts, Riu Hotels & Resorts, Iberostar Hotels & Resorts, Meliá Hotels & Resorts, NH Hotels, Eurostars Hotels and BlueBay Hotels & Resorts are the principal ones developing new hotels in Africa, and looking for new countries to expand.

Mr. Padrón concluded his presentation by inviting countries or Ministries interested in deepening their relations with Spain to contact Casa África, who will be really pleased to collaborate and support them in the development and reinforcement of fruitful cooperation actions.
1.2 FIRST ROUND-TABLE: TECHNOLOGY AND THE DESIGN OF NEW TOURISM PRODUCTS AND PROJECTS

The first round-table, on Technology and the design of new tourism products and projects, was dynamically moderated by Ms. Anita Mendiratta, CEO and Founder of Cachet Consulting, International strategic advisor and author in tourism and development.

The high-level panellists who accepted our invitation to speak during this discussion were the following:

- Hon. Walter Mzembi, Minister of Tourism and Hospitality Industry of Zimbabwe
- Hon. Najib Balala, Minister of tourism of Kenya
- H. E. Mohammed Yehia Rashed, Minister of tourism of Egypt
- Mr. Manuel Muñoz, New Digital Business & Strategic Deals Director, ATOS
- Mr. Paul Midy, CEO, Jumia Travel
- Mr. Peter Wong, Executive Chairman of the Chinese Chamber of Tourism
- Mr. Kwakye Donkor, Marketing and Communication Director, RETOSA

For reasons beyond their control, Hon. Najib Balala and H. E. Mohammed Yehia Rashed couldn't participate in the round-table. However, they were replaced by high officials from both countries: Ms. Beatrice Radier for Kenya, CEO of the Kenya Tourism Board, and Mr. Hisham El Demery for Egypt, Chairman of the Egyptian Tourism Authority.

Ms. Mendiratta started the session by welcoming the participants, and introducing the subject. The step change that is being undertaken for tourism to be one of the main motors of sustainable development is more than necessary to make a quantum leap that rises up the base line where people live in African countries. Opportunities are created by individual and joint innovative initiatives, like the ones China is bringing to the continent at the moment. If countries like China, Japan, or other international countries were not partnering with Africa like they are doing, the continent would probably not have such an impressive current growth. The innovative initiatives the continent needs are nowadays facilitated by technology, a crucial tool discussed in the framework of this round-table, with both demand (Travellers) and supply's (Destinations) perspective. As travellers’ expectations are evolving, businesses also have to follow and even anticipate those changes. Ms. Mendiratta insisted on the fact that all the visitors; for instance all the participants of INVESTOUR who have travelled to Madrid and use regularly their mobile phone to assist them during their stay, are the new business models. Destinations thus have to make sure that technology will be used to give sense to tourism and serve its sustainability.

After having provided the audience with personalized introduction for each of the panellists and invited them to join the stage, Ms. Mendiratta guided the speakers to discuss, debate and get to the substance of the matter. Thanks to the valuable contributions of each of the panellists, the 50 minutes debate led to crucial conclusions regarding the critical enabling role of technology for Africa to establish sustainable tourism growth in the next years.

Reducing the digital gap to put technology at the service of tourism

In our globalized world, technology is redefining the rules of the game, contributing to the growth of many sectors. As expressed by Ms. Mendiratta, technology is one of the main factors explaining the disappearance of the borders we used to have between destinations and travellers, between governments, visitors and businesses. Tourism stakeholders have no options but learning to work within that framework, where everything is evolving very fast.

According to Mr. Kwakye Donkor and Mr. Manuel Muñoz, technology has accelerated the necessity to change the mentalities and the way to think about tourism, and create new business models, like the ones inspired by the phenomenon of participative economy. According to Mr. Donkor, initiatives like AirBnB or Uber,
although they might have been controversial, have been creating a lot of opportunities in the recent years for people inside African local communities, making of tourism a more accessible and very promising sector. Mr. Muñoz also highlighted the fact that some new models have already proven their efficiency, and as such experience sharing should be a common practice between stakeholders at a local, national or regional level.

However, the digital gap is still significant in Africa, as H.E. Walter Mzembi, Minister of Tourism and Hospitality, Zimbabwe, reminded the audience. In terms of technology usage (Africa represents 9.8% of global internet use) and ICT penetration rate (28.9% for Africa, when the average number is 50.1%), Africa remains behind, in comparison with other continents. For Mr. Paul Midy, CEO, Jumia Travel, the development of technology infrastructures should be considered as a priority, before focusing on any other types of infrastructures. Improving the internet availability in the whole continent will benefit both visitors’ satisfaction and businesses’ performance. However, this won’t be a quick process, and Mr. Midy is convinced that all tourism players should work together on this issue. Mr. Donkor concurs with Mr. Midy’s remarks in this regard, positioning this challenge as one of the most important ones. It is for him the responsibility of the governments, to take action, and mobilize the adequate support.

Eager to make up the leeway, Africa has been putting a lot of efforts on digital transformation. As Ms. Beatrice Radier expressed, “the light has started to burn”. However, confirming Mr. Midy’s words, she also affirmed that a lot of work still needs to be done, notably providing the whole continent with basic digital services, to be able to put technology at the service of tourism development, from both supply and demand side. For Mr. Midy, technology could bring tourism much further, as we are just at the beginning of the digital era.

New generations are the vehicle for digital transformation.

Giving a positive perspective to the issue of the digital gap, H.E. Minister Mzembi noted that the demographic growth of Africa, that will soon become the biggest market, was a huge opportunity that Africa has to take advantage of. By 2050, Africa will host 2.4 billion people, including 70% of youngsters. Those generations are indeed not only the users and experts of those technologies but potentially the best actors for the development of the tourism sector.

Sharing the opinion of H.E. Minister Mzembi, Mr. Hisham El Demery, Chairman of the Egyptian Tourism Authority, insisted on the fact that new generations are the key. Young people are indeed the number one target of Egypt Tourism Authority at the moment, as they are one of the most important travelling segments of the population. Efficient Technology combined with carefully targeted visitors may turn extremely powerful for tourism. Before, the selling journey of the traveller was ending with the visitor coming back home after his trip. Nowadays, young customers impose a new vision to tourism stakeholders, who have to rethink their strategies. The selling journey is now going beyond the trip, and the visitor is becoming a promoter/seller of the destination. Young visitors seek a strong experience, as well as a long-term experience.

Mr. Donkor agrees on the fact that the only way to engage millennial generations and create demand for this key target market is through technology. For him, it is imperative that all tourism stakeholders in Africa embrace this technology now, and tap it not only to create demand, but also to create jobs for the 60% of the African population who are under 35, thus contributing to better livelihood for local communities. Mr. Donkor reminded that it was part of the role of RETOSA to raise awareness about this topic, encouraging and initiating action.
Matching tourism with experience: Technology at the service of the traveller.

For Ms. Radier, technology efficiently used for destinations’ promotion is a tool that creates a window to Africa, opening up the continent to the world. In all areas, the young generations are able to experience before they even consume. Therefore, technologies have to play that specific role of offering people the opportunity to experience Africa and share it, before, during and after their visit.

In Mr. Muñoz’s opinion, promotion combined with technology indeed allow people to feel the destination, if the promotion is appealing to their emotions. This opens new perspectives for the continent, which could, thanks to technology and its power to touch people, raise the interest for the continent. Africa, still poorly known and under recognized as a top travel destination (apart from a few countries and places) would thus renew its image, and attract more and more visitors with different profiles. Technology also facilitates the personalization of the offer, which is appreciated by visitors today.

Mr. el Demery concurs on the fact that technology should serve the design, marketing and strong promotion of the offer, with the tools that are more likely to reach and touch the customers. As Ms. Mendiratta reminded the audience, the destination campaign “Egypt now” is recognized as a clever and original example of a country’s story-telling style marketing campaign, based on no words but live video image of the country.

Mr. Donkor, on his side, insisted on the crucial role that new media, like social networks, will have to play in the next years. Growing at a very fast pace, they are tools with unlimited possibilities, offering opportunities that Africa cannot miss. Mr. Donkor also shared with the audience the advice he considers the most important regarding technology’s use for destinations’ promotion, consisting in adopting and using marketing as a truly irreplaceable tool to connect demand and supply for tourism development.

Focusing on the role of China in accelerating the development of digital tourism in Africa, Mr. Peter Wong, Executive Chairman of the Chinese Chamber of Tourism, explained that in his opinion, destination’s promotion was indeed a priority. The very fast growth of the middle class in China will be a great opportunity for Chinese tourists’ arrivals to Africa in the next 10 years. However, as expressed by Ms. Wang Ping earlier during the forum, the main concern of those tourists is the safety of African destinations. That is why Mr. Wong insisted on the necessity and urgency of using technology to promote Africa and bring it to Chinese customers, to show them the real face of the continent and its many attractions. To achieve this goal, Mr. Wong encouraged the audience to promote their destinations insisting on all the recent improvements brought by the efforts of the public and private sectors, on accessibility, infrastructures and safety. As an example, Mr. Wong mentioned the recent Japanese campaigns addressed specifically to attract the Chinese market, whose visits to Japan led to an increased 45%.

According to Ms. Radier, with an emphasis on the promotion, Africa will stop being a far and dark continent, and to start being an interesting destination, at our fingertips thanks to content available anytime anywhere, that can be shared with the friends.

Facilitating the preparation of the trip

For Mr. Midy, technology is the best option to tackle challenges. From his experience, customers face three main types of challenges when they prepare their visit in Africa: (i) Knowledge (find the right and complete information), (ii) Price, and value for money (find affordable offers, corresponding to the budget, and still matching the expected standards), and (iii), Risk (go to a safe place). Technology is here to assist the customer on those subjects and reduce their doubts. The application designed by Jumia Travel, for instance, allows travellers to access, in one click and for free, a list of 20,000 hotels in Africa, with a lot of detailed information.
certified by the company, price comparisons and price reductions caused by the competition. Customers thus have enough information within reach to compare and choose, and thus feel good about the hotel, its environment, price and quality. Technology opens their minds to more travelling opportunities and destinations they wouldn’t have thought of before. Once the hotel is chosen, they start enjoying the experience, as the role of any travel agency is to make sure it offers a complete and great experience, from the point of booking.

Accessibility and connectivity

According to Mr. Wong, one crucial point where technology has to play a role for tourism is regarding the accessibility of the destination, also strongly related to connectivity. Developing the accessibility means creating efficient infrastructures and transportations. Indeed, establishing up-to-date facilities won’t be useful if no measures are taken to make them easily accessible to the targeted segments. For Mr. Wong, the next 10 to 15 years will know some significant progress in terms of accessibility, as some of the latest technologies are being developed now on initiatives which will really enrich the world and travellers who want to roam it. One of them is the development of the rail network, to better distribute it, and with faster trains (reaching 400 km/h, or even 600km/h in Japan), to cover the whole world and in a more efficient way.

On Mr. Donkor’s opinion, the priority in this area concerns the trip policies, and especially the development of e-visas, to make the destinations more attractive by easing the processes and reducing the bureaucracy that discourages the travellers. Regarding technology-driven connectivity, low-cost carriers and online services (like mobile check-in) are also particularly needed, as Africa is still lagging behind on that front, compared to Europe. Mr. Donkor mentioned South Africa as well as Ghana as examples of African countries concentrating their efforts on the subject, to allow people to easily reach all big cities in 30 minutes, mostly through air transportation.

For Ms. Radier, accessibility and connectivity’s success is a matter of collaboration. Reminding the audience that, in Africa, one’s neighbour is part of his family, she was illustrating the fact that Africa is the continent of human relations, and technology has to offer value by collaboration. Several African communities are already doing it, like in East Africa, where three countries are proposing a single visa. As no country possesses the expertise and experience that every customer is looking for, countries have to work together in a destination-oriented perspective, to pool their strengths, create synergies and offer much more diversity, variety, and greater experience to go beyond visitors’ expectations. According to her, the possibility to easily move inside a country and between several countries is a true motivator for travellers, and a great indicator of success.

New services and products on the ground

Technology allows tourists to enjoy their stay wherever they go. Simple services, like Wi-Fi, enable them to access to other services that can make the difference, like practical or cultural information about the destination. Mr. Midy explained to the audience that, for instance, to facilitate tourist’s experience on the ground, Jumia Travel customers’ online service guarantees a 24h availability to help visitors resolve hotel issues anytime they need it. All these services proposed by tourism companies, now indispensable, wouldn’t be possible without technology. Ms. Radier referred to another example. The African system M-Pesa, the biggest African Mobile Money tool (transactions by mobile phone) has revolutionized the way banking is seen, the way African people do business and pay for things, impacting the tourism sector.

Onsite services development also has to be linked with new product’s design. In this regard, Mr. Wong mentioned as an example the successful strategy set up in the 1960’s by the UN, for the design of Bali’s tourism product, which have made the island one of the most famous international destinations. For Mr. Wong, such a product development scheme should be repeated and applied, with the help of UNWTO, to other destinations
including African ones, to grow as successfully as Bali did. To achieve this goal, it is imperative that governments promote and encourage innovation, to imagine, create, design new creative projects and products. Internet, big data, geolocation and virtual technology, among other technologies, are indeed the starting point of many new initiatives every day. Virtual reality is developing particularly fast, and has already started to prove its efficiency to make of tourism and cultural assets unforgettable experiences. Mr. Wong also briefly evoked a concept that he calls the STEP (Sustainable Tourism E-Products), developed by the CCT. The implementation of STEP in Africa would greatly participate to the digital tourism (r)evolution happening right now. Concurring with Mr. Wong, H.E. Minister Mzembi expressed his vision of virtual reality, as the best innovation to bring the destination to the potential customers, make the destinations competitive, and engage future visitors in an anticipated real-time experience.

Technology is also an excellent tool for tourism supply side

The Data Management era

In Mr. Donkor’s opinion, we are today in the era of the Big Data. H.E. Minister Mzembi expressed his agreement and consideration that Data Management is a priority for Destination Management. Nowadays, people are overwhelmed with information, which keeps pouring in our electronic devices. Until now, Africa has not been prepared to manage those data, and governments are preoccupied by the topic. Data has to be structured and transformed into Data intelligence, so that information can be a precious tool serving governments, businesses and citizens. For the governments’ part, efficient data management is notably an essential tool to measure tourism impact on the economy.

“Data management has to be transformed into Data intelligence, so that information becomes a precious tool serving governments, businesses and citizens.”
- Mr. Kwakye Donkor, Marketing and Communication Director, RETOSA

From RETOSA’s perspective the information technology should also serve the private sector. The status quo of Tourism, regarding the technological era, is not sustainable right now. This is one of the reasons why the R&D Department of RETOSA is working on an interactive online platform and database that would allow policy makers and investors to access and share information, better understand dynamics of African investing environment, and thus encourage decisions-making processes, investments and collaborations. Mr. Donkor therefore confirmed that he also saw technology as an excellent tool to connect stakeholders.

As confirmed by Mr. Muñoz, the data expert among the honourable panellists of this round-table, information is a key element if we want technology to be efficient. ATOS permits to some companies around the world to collect all possible interesting information about their customers. Online data collected about the customers is a good way to deepen companies’ knowledge about the travellers and their preferences, and to understand travelling trends. Mr. Muñoz thus encouraged African tourism stakeholders to work together on a specific shared digital platform of information and data for the sector, which would facilitate the creation of new services, new discussions and ideas for the industry. For Mr. Donkor, tourism is definitely consumer-driven nowadays, so it is indeed critical to take into consideration the expectations of the demand, but without forgetting to also work together with the local communities, to build and enhance more efficiently our brand equities.

Completing the discussion on Big Data, Ms. Radier expressed her opinion on the fact that data management can also be a great tool to facilitate the protection of tourism offer, especially the wildlife, to overcome challenges such as poaching. In Kenya, for instance, a great work has been made on animals’ census. Data management must also serve a better knowledge and understanding of the cultures, allowing people to experience those
cultures by capturing it, putting it into 3D, share it and create surprise, to give people the will to go and discover places, cultures, communities, people, traditions they would have never thought of and interact with them.

Regarding the increasing role of technology to connect stakeholders, Mr. el Demery shared with the audience his experience with Egypt. A huge upstream connection work is indeed being developed (between hotels and transport companies, transport and travel agencies, travel agencies and communication or selling intermediaries, etc.) on the Egyptian tourism sector. For him, technology should focus first on B2B relations, to open and create new kind of collaborations between tourism stakeholders. The objective of those collaborations is to work collectively on projects that improve the final experience proposed to the visitors. The visitor’s experience won’t be such a success if all stakeholders involved in his journey process work on their own.

Training top professionals

Technology tools are also facilitators and accelerators for education, skills development and capacity building, with the objective of training top tourism professionals. The online system created by RETOSA aims at offering specific training for southern African entrepreneurs and small companies, youth and woman, to train and empower them, guarantee them a better access to resources, and make them take part in the value chain. A training program has also been specifically set up across the region for the tourism sector, allowing any individual to become a top travel agent.

But if technology facilitates training, training should also be focused on technology learning. The organization will thus launch soon an annual program for all its member states on the topic, for them to learn about both demand and supply sides of digital tourism. For Mr. Midy, a critical priority would indeed be to educate people on the use of technologies, and encourage young professionals to work on their development. Most of the technologies used in Africa are still developed outside, and yet the potential for innovation and entrepreneurship is huge in the continent. Mr. Muñoz also expressed his opinion on the human capital, sharing Atos’ perspective on the urgency to increase policies encouraging start-up creations and innovation centres to accompany the digital transformation of the continent, and in particular the tourism sector.

Even if the priorities can sometimes differ, all the panellists of this first round-table agreed on the fact that new technologies will have a big impact on the growth and development of the African tourism sector, in very many ways. For Ms. Mendiratta, the word connectivity summarizes quite well the conclusions brought by the discussions on the role of technology for tourism in Africa: Connectivity of people and organizations’ for fruitful partnerships, Connectivity between travellers and destinations, by effective promotion, adequate policies and sustainable infrastructures, Connectivity with local communities, to empower vulnerable populations, train top professionals, and engage new generations in the growth process, without forgetting the Connectivity between data management and data intelligence for better decision-making processes.

But the urgency of raising the bar to meet traveller’s needs will require that African governments define priorities, starting maybe by taking actions to help bridge the digital divide.

Technology contributes to facilitate both physical and psychological accessibility to the continent. If some people still consider Africa a risky destination to travel to, technology’s main objective is to make them realize it would even be riskier not to travel to Africa, because they would miss the opportunity to discover an amazing continent, and live an incredible self-awareness improving experience.
“The topics were interesting and demonstrative that whereas many people see impossibilities in certain solutions, others, and specifically women are already applying the solutions in their respective professions. […] The panelists were able to present their practical experiences.”

“The topics were very interesting as they touched on the key issues that need to be addressed expeditiously in Africa, in order to develop sustainable tourism and unleash the full potential of the sector.”
1.3 ROUND-TABLE 2: SKILLS DEVELOPMENT, YOUTH AND WOMEN EMPLOYMENT IN TOURISM

The second round-table, on Skills development, youth and women employment in tourism, was efficiently animated by Mrs. Grace Obado, Spain Chapter Head of Africa 2.0 Foundation, Associate Professor at IE University in Madrid, and CEO of Hidrolution Kenya Ms.

The following high-level speakers participated in the discussions of this round-table session:

- Ms. Sonia Tatar, CEO of Les Roches Worldwide
- Ms. Johanna Mukoki, Founder and CEO, Travel With Flair
- Ms. Fadi Noutchemo, Business Development Manager for Africa at Bench Events, and founder of the YAAPA (Young African Aviation Professionals Association)
- Mr. Mossadeck Bally, CEO of Azalaï Hotels

Ms. Obado started to introduce the subject by thanking all the participants for their presence, which is, in her opinion, a proof of the commitment on this very important issue, not only in Africa, but also in Spain, Europe and the world. This issue is skills development, youth and women employment in tourism. Youth employment is one of the biggest challenges that Africa faces in 21st century. According to studies conducted by the OECD, Africa needs to create 30 million jobs per year to keep up with the number of young people streaming into the job market every year. But we also know that tourism, as the fastest growing sector in the global economy, provides a wide range of employment opportunities. Giving an example, hospitality represents more than 20 different professional jobs. So tourism is definitely a good entry point to employment for youngsters. But currently, the gap is still big in Africa, as there are 5-6 million jobs that are created per year, and another 7 million are created but not in stable jobs sectors. Studies from McKinsey also show that companies that employ women are 20% more profitable. Closing the gender gap in sub-Saharan Africa would bring 95 billion US dollars to the GDP of this region. But nowadays, 76% of active woman still work in the informal sector. Indeed, skills development, youth and women employment in Africa requires a disruptive approach, as we won't be able to tackle the issue doing business as usual. It requires more creative education, vocational training and more importantly, policies that create enabling eco-systems for entrepreneurship. Africa is a huge continent, with very diverse contexts and employment landscapes, and maybe then different solutions to close the gap, which the panelists discussed, sharing their experience and expertise on the subject.

After having introduced all the panelists, Ms. Obado invited them to start the discussion, guiding and animating the debate, which main conclusions are exposed below.

**Skills development, the prerequisite to match tourism and employment**

The moderator Grace Obado started the session by opening the floor to the panelists, on Youth employment challenges. As expressed by Mrs. Obado, one of biggest problems, from any perspective (gender, infrastructures, etc.), is that the need for employment regarding African youth are coming up and up, but the supply is not keeping pace. Spain, as a neighbor of Africa and a country with great expertise in tourism, is particularly concerned by the topic, and works together with the continent to develop employment opportunities and help African people to get those jobs they really need. But in her opinion, several individual initiatives from Africa are already bringing huge improvements, making African tourism the most efficient factor to tackle unemployment issues for young people.

Ms. Johanna Mukoki expressed her opinion saying that being the CEO of Travel with Flair, she realized that most of the young kids coming out from school do not have the proper qualification from the tourism sector. This is why the company decided to create its own training academy, to help kids grow the skills that they need in the travel industry. Now 200 youngsters are learning through this training programme, fully accredited and which
won two prices of excellence. Ms. Mukoki added that most of the young people who are trained and grown in a business really want to stay afterwards, as she was surprised and pleased to experience herself with her business. Indeed, TWF employs 99% of the students they train.

Sharing the same views, Mr. Mossadeck Bally explained that for him, the employment offer exists. As he recalled the audience, tourism is the most important source of job creations anywhere. But the main problem that is faced is the lack of skills, especially in the tourism industry. Even if most of the countries have now started to put tourism on top of priorities when it comes to economic development plans, there is however no action to train all the people who need to run the hotels and resorts, travel agencies, and airlines. Mossadeck Bally also shared the example of his company Azalai Hotels.

In the group, they started in 2015 a vocational training school in Bamako, opened to everyone. The first promotion of 40 young people became skilled young professionals, who all have jobs in the tourism industry today. This year, the new promotion has more than 60 students. The long-term objective is to make the school grow, do trainings not only in hospitality but also in travel agencies, tourism industries and also security, as it is unfortunately a crucial issue in the country. Mr. Bally believes that this is the best answer to the biggest challenge that every company is facing at the moment. Hotel companies, like Azalai hotels, sometimes have all resources required to build a hotel, but the major difficulty are the human resources issues. Yet, to offer an unforgettable experience, the quality of service should match the quality of the infrastructures.

Focusing on the role of Europe in accelerating the youth skills development in tourism in Africa, Ms. Sonia Tatar explained that Les Roches had more than 8% of students that are coming from Africa today, and that the model implemented focus on hands on training in addition to theoretical. To make sure that African students really acquire the right skills sets that are relevant in African hospitality context, she explained the method used by les Roches: Students are trained to international standards, as the organization is aware of how many international tourists are coming to Africa. The trainings have 4 components: the first one is about the technical hospitality (reception, and other aspects of F&B) which is followed by a learning-by-doing approach. The second one regards business management, for them to be ready to lead hotels, travel agencies or any other tourism businesses, when they go back. The topic of intra and entrepreneurship is addressed, as some of them, when they go back; decide to open their own business, creating more employability in their country or to innovate with more ideas to please the customers. It has to be noted that some rather choose to train in turn and make other students benefit from the education they received. The third component is about inter-personal skills. Hospitality is all about people; how to make the guests satisfied and make them come back. That is why Les Roches is teaching them about leadership and communicational skills. The last component concerns the integration of digital into hospitality world.

Moving forward in the discussion about training young people, Ms. Fadi Noutchemo, as an expert in aviation field, shared her inputs concerning youth integration in aviation and tourism sector, with her experience on the Young African Aviation Professionals Association (YAAPA). Ms. Fadi Noutchemo explained that when she entered the industry of aviation, she realized that for the young African born, raised, and studying aviation in Africa, the basics were not there. She also stressed out the fact that there are still a lot of disparities between the five regions of Africa. If for some, tourism is a real industry for development and economic growth, like in north, south or eastern Africa, the others, in spite of having the resources, do not implement real strategies of commercialization. The main projects that concern aviation in Africa are generally linked to connectivity, like free visa issues, to enable inter travel within the African continent, or experiences sharing between African airlines, to develop best practices for sustainable growth. But regarding education, we must remember that most of the youngsters are coming from rural areas, where the incomes are really low. Therefore, unfortunately, the majority of them cannot afford to go school, pay the university and then get orientated towards aviation, tourism and hospitality. The YAAPA has been raising awareness around this topic in all countries of Africa through the three industries, asking...
them their input, collecting information and sensitizing young people regarding available careers, as **guidance and orientation is very important.** In local villages, young people do not necessarily see tourism as an opportunity, as the concept of tourism is not in their culture and neither in their habits. Awareness rising is crucial to make local communities understand the importance of domestic tourism and involve them, showing them that protecting the environment can also have an economic value through tourism, for the benefit of the community.

**Mobilizing the stakeholders to make of tourism the best solution to youth unemployment in Africa.**

Ms. Johanna Mukoki chose to share the example of South Africa’s government initiative, which has created a youth employment programme, which incentivizes companies to employ young people. For every young person they employ, the companies get tax rebate. The programme works very well and it encourages countries and companies to get involved in the subject and hire more young people. For her, this kind of initiatives should be developed; together with the design of new educational/training programmes like the one of TWF, or the ones designed by Utalii College in Kenya. Those actions should be a priority focus within corporates and government, in a private-public partnership perspective.

For Ms. Noutchemo, it is urgent to change the tendency and **make a shift in the way which careers are apprehended.** Nowadays, every young people wishes to be a doctor or engineer, or on the other extreme, has no option but to perpetuate the local family business. But if the governments and industries would really promote the tourism sector, and share their best practices over the continent, Africa would certainly be enriched from its internal resources. One of the missions of Ms. Noutchemo’s association is to raise awareness not only among youth, but also among the stakeholders of the aviation, tourism and hospitality industries, which are strongly interconnected, and mobilize them around common objectives. For the development of skills in Africa, collaboration is needed between these three industries, without forgetting to involve local communities. Concerted action also has to be considered at larger scales: interregional, as well as intercontinental. On YAPAA’s perspective, through African union, it is possible to diffuse the message to the governments. Ms. Noutchemo expressed her encouragements to the Ministries and educational institutions to design specific curriculums for the primary and secondary schools and universities.

From Ms. Tatar perspective, the sector needs indeed **three key stakeholders** to work together and truly collaborate, to make Africa go into the next step, from the employment perspective. The first one is the **government**, without which the crucial big decisions cannot be taken; the second is the **private sector** (businesses, hospitality industry and travel agencies), that operates and knows the realities of the ground, and last but not least, obviously, the **education community**. Collective work is therefore indispensable; to nurture people’s interest and explain what is hospitality, to better engage them into it. Les Roches, for instance, is currently collaborating with different countries. They notably have been working very closely with Rwanda, helping the government in developing hospitality schools. Those schools are funded by the government, and Les Roches contribute as advisors, supporting on the curriculums’ design, for example on how to balance the practical and theoretical parts, for all the trainees to fulfill the jobs needs, using all the information in practice with two internship sessions. The other thing is advising them on the facilities available on the school, for the students to be able to practice on the ground, beyond the internship sessions. Further to this, they focus on schools’ staff training, for
them to be able to train others afterwards, and spread their knowledge across the country. Apart from Rwanda, they also built a strong relation with Jordan. They have a culinary school there and focus on F&B, where all the students, when they come out of school, are able to open their businesses, like restaurants or hotels.

“The efforts should be concentrated on heavy investments in education and training.”

- Mr. Mossadeck Bally, CEO of Azalaï Hotels

For Mr. Bally, the governments and policy makers should start working especially on skill development; creating more vocational training schools and training programmes for employees on the sites, so the professional don’t have so many difficulties in hiring skilled employees. For him, skills development should be the responsibility of policy makers instead of private sector professionals. His suggestion to the governments and ministers consisted in concentrating the efforts on heavy investments in education and training, which is a more than decisive condition for the success of the tourism industry in Africa. Africa has to be ready to receive all the flows of tourists who are predicted for the next years, like the Chinese market, as evoked before during the forum.

Urgent action is needed to enhance women’s role in sustainable tourism development

For Ms. Tatar, the key ingredient to accelerate the access to the sector, for youth as for woman, is by focusing on practical training, to experience the tourism professional world as fast as possible, thanks to technical vocational programs, intensive short-term programs, as well as apprenticeship programs that allow to work and study at the same time and gain some money, a tool especially positive for mother trainees, for instance.

Concerning this topic, Mr. Mossadeck Bally suggested that high emphasis should be made on girl’s education, from village to university. Professionals should give priority to women’s employment, taking as examples countries that more advanced in the topic. In western African countries, it is still unusual to have woman working in the hotel industry. In Mr. Bally’s experience, if the rate of women employment is high, then the business becomes much more sustainable.

According to Ms. Noutchemo, best practices regarding this topic is essential, as some countries, like South Africa, have a rich experience in trying to empower woman. Taking the example of the audience of the forum, were more men were present than women, Ms. Noutchemo also encouraged the men attending the event to be promoters of their sector towards women, to be proud of their jobs and inspire, to take the responsibility to mentor and empower women around them, and to thus make sure that next year, among the participants of INVEASTOUR 2018, the number of female professionals in aviation and other tourism areas will have significantly increased.

As confirmed by Ms. Mukoki, most businesses that are run by women have been the most sustainable businesses over the years. To increase the number of women within the industrial sector, tourism trainings should be more accessible for them, especially online programs. As most of the people in Africa have cellphones, it could be a good opportunity to use those technologies to reach women and teach them from where they are. She mentioned that especially for female entrepreneurs within the tourism industry, it is really difficult to access finance/funding tools and opportunities. Banks or companies need to be able to create tools like specific women funds, to encourage women to develop projects in the sector. She also believes that each different business operator needs to have incubation programs, like, as shared by someone in the audience; it is currently being developed in Senegal. Travel with Fair (TWF), for instance, with its academy, also train little girls and facilitate internship

“Entrepreneurship programs, digital training and access to finance will be the crucial points to allow women playing a bigger role in sustainable tourism.”

- Ms. Johanna Mukoki, Founder and CEO, Travel With Flair
programs, encouraging them and giving them the necessary confidence. In her opinion, entrepreneurship programs, digital training and access to finance will therefore be the crucial points to allow women playing a bigger role, and make tourism business more sustainable.

Mrs. Obado, in summarizing this session, pointed out the fact that regarding employment in Africa, we have to be grateful for the improvements the continent has known in the last decade, as the employment has been increasing steadily. Africa is taking action at the moment, trying to address the challenges as fast as possible, with great initiatives. She concluded by saying that everyone, entities from China, Japan or any other countries are always welcome to do business in Africa, as they will note that African people, like each person attending this round-table, is working on taking things further for sustainable tourism development.

"The topics debated were of an extreme relevance and undeniably topical. Congratulations for the organization and good conduct of the debates. Investour is definitely an initiative to perpetuate."
- Mrs. Kameni Lele, President, Association China to Africa

"The best topics so far in my view, and so relevant. Investour 2017 had very positive atmosphere. Everybody was very positive and welcoming. Good information about different countries."
- H.E. Mr. Lulama Smuts Ngonyama, Ambassador of South Africa in Spain
1.4 CLOSING REMARKS

Mr. Márcio Favilla, UNWTO Executive Director for Operational Programmes and Institutional Relations and Mr. Shanzhong Zhu, Executive Director Technical corporation and Services

UNWTO Executive Directors Mr. Marcio Favilla, and Mr. Shanzhong Zhu both addressed the audience with some closing remarks of the Forum.

In his speech, Mr. Favilla expressed his joy on noticing that INVESTOUR is growing as a referent platform for the exchange of experience, expertise, ideas and good practices between stakeholders of the tourism sector in Africa, thanks to the collaboration between the three organizing institutions, UNWTO, FITUR and Casa África.

He then referred to this 8th Edition, which has generated once again fruitful discussions on the challenges and opportunities related to Africa and the development of sustainable tourism. The opportunities were also illustrated through the quality projects presented during the B2B session by both the public and private sector which aimed at offering better experiences to the tourists in the African continent. These initiatives are of high interest for international companies and investors, who are increasingly conscious of Africa’s huge potential.

Mr. Favilla also emphasized the importance of tourism as a driver for employment and for empowerment of the most vulnerable groups of the population, like women and youth. In addition to this, he highlighted the role of technology and innovation in the tourism sector as strategic tools that can contribute to the sustainable tourism for development.

To conclude, Mr. Favilla thanked all the participants, especially the outstanding panelists and moderators, the three sponsors; Chimelong, Les Roches Worldwide and Tourism Optimizer Platform and the delegations from Africa and all over the world.

In his closing remarks, Mr. Zhu expressed his sincere gratitude to the audience for their participation and engagement in the discussions of the round tables, he also extended his sincere thanks to the Chinese delegation represented by the Chinese Chamber of Tourism headed by Mr. Wang Ping and the big delegation from China. Mr. Zhu also seized the opportunity to encourage the Chinese Chamber of Tourism to make more contributions and investments towards the development of tourism in African countries.

To conclude, Mr. Zhu commended Casa África and IFEMA for their continuous collaboration with UNWTO, and reiterated that the cooperation between the three parties resulted in the steady evolution of INVESTOUR.

2. B2B MEETINGS SESSION

The B2B meetings session of INVESTOUR is now a recognized strategic platform which puts in direct contact African project leaders with potential international partners and investors.

For this 8th edition of the Forum, the B2B Meeting sessions took place simultaneously with the round-table sessions, between 12:00 and 14:00. For the first time this year, the session was located in Pavilion 9, where countries were exhibiting, in a dedicated space within FITUR’s B2B Workshop. Registration took place from 9:00 and was opened during the whole forum.
This year, several innovations have been introduced regarding this session, taking into considerations the expectations and comments of the member states and participants attending previous editions.

This year the requests for meetings has been managed differently by separating the commercial meetings from the project meetings. This has allowed for complete project proposals to be examined by the consultant and submitted to the potential buyers.

Commercial meetings

Those meetings aimed at putting into contact international buyers (mainly tour operators and travel agencies) with the member states that had projects for their consideration. The meetings took place within the framework of FITUR B2B Workshop, which gave the participants the added-value of benefiting from the important list of international hosted buyers from all over the world participating at FITUR.

Investment meetings

The objective of these meetings was for the sellers to promote their tourism development projects to international companies, potential investors or collaborators, and explore possibilities of partnering.

This year, to optimize the outcomes of the investment meetings, the approach has been to focus more on receiving quality projects rather than quantity. Tourism is a cross-cutting economic activity, which directly or indirectly involves multiple sectors. The meetings taking place during INVESTOUR 2017 were addressed to all the companies interested by the African market; companies of the tourism sector as well as companies from sectors that impact tourism. The projects promoted during INVESTOUR included different fields of the tourism value chain, such as: Infrastructures and construction, (renewable) Energies, Access to water, Waste management, Communication and technologies, Leisure and well-being, etc.

The strategy for this edition was to identify with anticipation, and with the help of UNWTO member states, some key African projects that contributes to tourism development in the region. The project promoters were asked to fill in a project proposal form online. This proposal was then analyzed by the INVESTOUR consultant, focusing mainly on the main criteria, including the current status of the project and the level of details available ( e.g: business plan, feasibility studies, budgets, etc.).The focus was also on the objectives of the projects, its beneficiaries, the relevance, the contribution to sustainable development, the stakeholders involved and the implementation strategy. Around 60 quality projects were selected following this process. Some of the projects chosen were either private or public initiatives, supported or directly promoted by the Ministries of Tourism of the countries concerned.

The objective of the B2B meetings is to provide the companies the opportunity to discover potentials that exist in the continent. It is also a platform that provides them with the networking opportunity to explore possibilities of collaboration with the projects leaders that attracted their interest. All the companies who were interested to investing in the mentioned areas, seeking to develop their presence in Africa, or to simply get up to date on new business opportunities were most welcomed to this session.

Short presentations of the projects confirmed were gathered in a Catalogue of Projects INVESTOUR 2017, available for consultation in INVESTOUR webpage: http://www.ifema.es/investour_01 . The companies willing to know more about the selected initiatives and who were keen to meet some of the projects leaders were kindly invited to register online and share their preferences, in order for the INVESTOUR consultant to process the match-making and organizing of meetings. The agenda of meetings were sent to both project leaders and international companies/investors prior to the forum.
COCKTAIL AND MINISTERIAL LUNCH

After the sessions, a cocktail was offered to all the participants, allowing them to further discuss and network. The Ministerial working lunch gathered 60 people, including Representatives of the Spanish Government, African and Middle-East Tourism Ministers and Heads of Delegation, the 3 official Sponsors of the event (Chimelong, Les Roches Worldwide and Tourism Optimizer Platform), Moderators and Panellists, and Representatives from the organisers of INVESTOUR.

INVESTOUR does open the perception of interested parties on the opportunities available for business partnerships in the Tourism sector.

- H.E. Mr. Bramwel Waliaula Kisuya, Ambassador of Kenya to Spain
3. PARTICIPATION AND SATISFACTION FIGURES

3.1 General figures

The first session of INVESTOUR 2017 saw the participation of 404 persons from 42 countries of the world. Of the 42 countries represented, 32 were African and other world countries included: Germany, France, Egypt, Jordan, Portugal, United Kingdom, Switzerland, United States of America and Spain. It should be noted that a total of 573 people registered for the Forum, which implies a participation rate of 70.5%.

<table>
<thead>
<tr>
<th>Nº</th>
<th>COUNTRIES</th>
<th>PARTICIPANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Algeria</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>Angola</td>
<td>17</td>
</tr>
<tr>
<td>3</td>
<td>Benin</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>Cameroon</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>Cape Verde</td>
<td>7</td>
</tr>
<tr>
<td>6</td>
<td>Central African Republic</td>
<td>1</td>
</tr>
<tr>
<td>7</td>
<td>China</td>
<td>10</td>
</tr>
<tr>
<td>8</td>
<td>Democratic Republic of the Congo</td>
<td>17</td>
</tr>
<tr>
<td>9</td>
<td>Djibouti</td>
<td>8</td>
</tr>
<tr>
<td>10</td>
<td>Egypt</td>
<td>3</td>
</tr>
<tr>
<td>11</td>
<td>España</td>
<td>98</td>
</tr>
<tr>
<td>12</td>
<td>Ethiopia</td>
<td>4</td>
</tr>
<tr>
<td>13</td>
<td>France</td>
<td>5</td>
</tr>
<tr>
<td>14</td>
<td>Germany</td>
<td>1</td>
</tr>
<tr>
<td>15</td>
<td>Ghana</td>
<td>3</td>
</tr>
<tr>
<td>16</td>
<td>Guinea Conakry</td>
<td>20</td>
</tr>
<tr>
<td>17</td>
<td>Guinea Ecuatorial</td>
<td>10</td>
</tr>
<tr>
<td>18</td>
<td>Guinea-Bissau</td>
<td>5</td>
</tr>
<tr>
<td>19</td>
<td>Ivory Coast</td>
<td>3</td>
</tr>
<tr>
<td>20</td>
<td>Japan</td>
<td>5</td>
</tr>
<tr>
<td>21</td>
<td>Jordan</td>
<td>1</td>
</tr>
<tr>
<td>22</td>
<td>Kenya</td>
<td>12</td>
</tr>
<tr>
<td>23</td>
<td>Madagascar</td>
<td>1</td>
</tr>
<tr>
<td>24</td>
<td>Mali</td>
<td>5</td>
</tr>
<tr>
<td>25</td>
<td>Mauritania</td>
<td>4</td>
</tr>
<tr>
<td>26</td>
<td>Morocco</td>
<td>4</td>
</tr>
<tr>
<td>27</td>
<td>Mozambique</td>
<td>6</td>
</tr>
<tr>
<td>28</td>
<td>Namibia</td>
<td>2</td>
</tr>
<tr>
<td>29</td>
<td>Niger</td>
<td>10</td>
</tr>
<tr>
<td>30</td>
<td>Portugal</td>
<td>1</td>
</tr>
<tr>
<td>31</td>
<td>Republic of the Congo</td>
<td>7</td>
</tr>
<tr>
<td>32</td>
<td>Rwanda</td>
<td>3</td>
</tr>
<tr>
<td>33</td>
<td>Senegal</td>
<td>9</td>
</tr>
<tr>
<td>34</td>
<td>Seychelles</td>
<td>2</td>
</tr>
<tr>
<td>35</td>
<td>South Africa</td>
<td>16</td>
</tr>
<tr>
<td>36</td>
<td>Sudan</td>
<td>12</td>
</tr>
<tr>
<td>37</td>
<td>Switzerland</td>
<td>1</td>
</tr>
</tbody>
</table>
3.2 B2B Session

Regarding the figures of the B2B Session, a total of 86 meetings took place between 45 African and international organizations from 23 countries: 31 commercial meetings, and 55 investment meetings.

Commercial meetings

The commercial meetings taking place within FITUR’s Workshop, put into contact international buyers with African development projects. In this framework, 31 meetings were organized: 6 African organizations from 4 countries, with tour operators and travel agencies from all over the world.

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>ORGANIZATIONS</th>
<th>NUMBER OF MEETINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Egypt</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>Madagascar</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>Ghana</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>Ivory Coast</td>
<td>3</td>
<td>7</td>
</tr>
</tbody>
</table>

Investment meetings

A total of 62 projects from 19 countries were submitted for these meetings:

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of projects</th>
<th>Promoters of the project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Algeria</td>
<td>1</td>
<td>Public sector</td>
</tr>
<tr>
<td>Benin</td>
<td>5</td>
<td>Public and Private sector</td>
</tr>
<tr>
<td>Botswana</td>
<td>1</td>
<td>Public sector</td>
</tr>
<tr>
<td>Cabo Verde</td>
<td>2</td>
<td>Private sector</td>
</tr>
<tr>
<td>Cameroun</td>
<td>3</td>
<td>Public and Private sector</td>
</tr>
<tr>
<td>Côte d’Ivoire</td>
<td>2</td>
<td>Public and Private sector</td>
</tr>
<tr>
<td>Democratic Republic of</td>
<td>6</td>
<td>Public sector</td>
</tr>
<tr>
<td>Djibouti</td>
<td>5</td>
<td>Public sector</td>
</tr>
</tbody>
</table>
The projects that have been presented by both the public and the private sector and came from different fields of the tourism value chain as illustrated below:

<table>
<thead>
<tr>
<th>Country</th>
<th>Number</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethiopia</td>
<td>1</td>
<td>Private sector</td>
</tr>
<tr>
<td>Gabon</td>
<td>1</td>
<td>Private sector</td>
</tr>
<tr>
<td>Ghana</td>
<td>1</td>
<td>Private sector</td>
</tr>
<tr>
<td>Guinea Conakry</td>
<td>14</td>
<td>Public and Private sector</td>
</tr>
<tr>
<td>Kenya</td>
<td>1</td>
<td>Private sector</td>
</tr>
<tr>
<td>Morocco</td>
<td>2</td>
<td>Public sector</td>
</tr>
<tr>
<td>Rwanda</td>
<td>8</td>
<td>Public and Private sector</td>
</tr>
<tr>
<td>Senegal</td>
<td>2</td>
<td>Public and Private sector</td>
</tr>
<tr>
<td>South Africa</td>
<td>1</td>
<td>Private sector</td>
</tr>
<tr>
<td>Uganda</td>
<td>3</td>
<td>Public sector</td>
</tr>
<tr>
<td>Zambia</td>
<td>3</td>
<td>Public sector</td>
</tr>
</tbody>
</table>

The eight edition of the Forum held in 2017 broke the record of the total number of participants (404), African delegates (246) and international delegates (168). Except for the lower level of participation recorded in 2011, the total number of participants to INVESTOUR continues to grow every year.

3.3 Comparative of various editions

The evolution of the number of participants in INVESTOUR is recompiled in the table and graph below:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total of participants</td>
<td>304</td>
<td>200</td>
<td>223</td>
<td>238</td>
<td>269</td>
<td>306</td>
<td>337</td>
<td>404</td>
</tr>
</tbody>
</table>

The eight edition of the Forum held in 2017 broke the record of the total number of participants (404), African delegates (246) and international delegates (168). Except for the lower level of participation recorded in 2011, the total number of participants to INVESTOUR continues to grow every year.
3.4 Evaluation of satisfaction

A satisfaction survey of participants on the forum was conducted among all delegates from African countries, Spain and other countries represented. This year, the questionnaires were delivered with the folders distributed to all the participants, and were sent through the online platform after the event.

More than 80% of respondents to the survey were satisfied or very satisfied with the 8th edition of INVESTOUR. The participants were very pleased of the high level of the event, and particularly satisfied with the quality of the round-table sessions. In their opinion, the relevance of the topics, the profile of the panelists, the dynamism of the discussions and the excellent organization of this session contributed to the great success of the Forum.

Regarding the B2B session, it was generally appreciated by the participants, who were very satisfied with the content of their meetings. However, people shared their comments and suggestions on areas where the organisers should consider to improve for future editions includes having clear signages directing to the venues of meetings and the possibility of organizing a workshop ahead of INVESTOUR to help participants better prepare themselves especially with their project proposals.

4. SPECIAL THANKS

The success of this edition wouldn’t have been possible without the kind support and generosity of our special partners. We would therefore like to reiterate our appreciation and extend our warm thanks to the three sponsors of the 8th edition of INVESTOUR:
CHIMELONG GROUP.
Leading enterprise in China’s tourism industry, the conglomerate founded in 1989 owns and operates theme parks, luxury hotels, convention centres, high-end restaurants and leisure entertainment businesses.

LES ROCHES WORLWIDE.
Global Hospitality Education private institution based in Switzerland, Les Roches is ranked among the world's top three institutions of higher education for an international career in hospitality management.

TOURISM OPTIMIZER PLATFORM.
Project started in 2015, T.O.P is a growing innovative platform for Skills Development, which assists governments and tourism stakeholders in their efforts to meet the standards within the tourism industry.

We would also like to express our gratitude to all the partners who brought a very valuable contribution to the 8th edition:
5. APPENDIX

5.1 Technical Secretariat Datasheet

Denomination:
Tourism Investment and Business Forum for Africa (INVESTOUR)
Foro de Inversiones y Negocios Turísticos en África (INVESTOUR)
Forum touristique sur les investissements et les opportunités d’affaires en Afrique (INVESTOUR)

Date: January 19, 2017, from 9h00 to 15h30

Location: North Convention Centre, N106 (Round tables session and cocktail) and Pavilion 9 (B2B session), Madrid’s International Fair (IFEMA)

Participants:
Pre-Registration in the morning session: 573 people
Total participants: 404 people
Participants in the B2B session: 45 organizations
Number of African countries in the Forum: 32
Number of non-African countries: 10
African Ministers: 17
Heads of African delegation: 28
The Middle East Ministers: 2
Spanish Secretaries of State: 2

5.2 Steering Committee

<table>
<thead>
<tr>
<th>Luis Padrón</th>
<th>Ana Cárdenes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director-General</td>
<td>Head of Economy and Enterprise</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ana Larrañaaga</th>
<th>Ana Mucientes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director</td>
<td>Coordinator</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Silvia Bueno</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Manager International Area</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Carlos Vogeler</th>
<th>Elcia Grandcourt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director – Executive Secretary of Member Relations</td>
<td>Director, Regional Programme for Africa</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Jaime Mayaki</th>
<th>Estelle Cheval</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deputy-Director, Regional Programme for Africa</td>
<td>INVESTOUR Consultant</td>
</tr>
</tbody>
</table>
5.3 Ministers and Heads of Delegations who attended INVESTOUR 2017

1. H.E. Mr. Paulino Domingos Baptista, Minister of Hospitality and Tourism of Angola
2. Dr. Leopold H. Sodansou, Tourism Development Director of Benin
3. H.E. Mr. José Gonçalves da Silva, Minister of Economy and Employment of Cabo Verde
4. Mr. T. Tapabssi, Chargé d'Affaires of Embassy of Cameroon in Spain
5. H.E. Mrs. Aline Gisèle Pana, Minister of Arts, Tourism, Culture and Francophonie of Central African Republic
6. Mr. Jean Tshali, Director of Tourism and International Agreements of the Ministry of Tourism of the Democratic Republic of the Congo
7. H.E. Mrs. Arlette Soudan-Nonault, Minister of Tourism and Leisure of the Republic of the Congo
8. H.E. Mr. Hassan Hourned Ibrahim, Delegate Minister for Trade, SMEs, Tourism and Formalization of Djibouti
9. H.E. Mr. Mohamed Yehia Rashed, Minister of Tourism of Egypt
10. H. E. Mr. Tomás Mecheba Fernández Galilea, Minister of Tourism of Equatorial Guinea
11. H.E. Mrs. Meaza Gebremedhin, State Minister for Tourism Development of Ethiopia
12. H.E. Mr. Paulo da Silva, Ambassador of Guinea Bissau in Spain
13. H.E. Mr. Frédéric Kolé, Ambassador of Guinea Conakry in Spain
14. H.E. Mrs. Lina Annab, Minister of Tourism & Antiquities of Jordan
15. Hon. Najib Balala, Minister of Tourism of Kenya
16. Mr. Moctar Ba, Deputy Director of Tourism Promotion Agency of Mali
17. H.E. Ms. Naha Mint Hamdi Ould Mouknass, Minister of Trade, Industry, Handicraft and Tourism of Mauritania
18. Mrs. Nada Roudies, Secretary General of the Ministry of Tourism of Morocco
19. Mrs. Isabel Macie, National Director of Planning and Cooperation of the Ministry of Culture and Tourism of Mozambique
20. H.E. Mr. Ahmed BOTO, Minister of Tourism and Handicraft of Niger
21. H.E. Mr. Jacques Kabale, Ambassador of Rwanda in France
22. Mr. Zacria Gueye, Conseiller of Ministry of Tourism of Senegal
23. H. E. Mr. Maurice Loustau-Lalanne, Minister for Tourism, Aviation, Port and Marine of Seychelles
24. H.E. Mr. Lulama Smuts Ngonyama, Ambassador of South Africa in Spain
25. H.E. Dr. Mohamed AbuZaid Mustafa Mohamed, Minister of Tourism, Antiquities and Wildlife of Sudan
26. H.E. Mr. Ephraim Kamuntu, Minister of Tourism, Wildlife and Antiquities of Uganda
27. H.E Mr. Charles Romel Banda, Minister of Tourism and Arts of Zambia
28. Hon. Walter Mzembi, Minister of Tourism and Hospitality Industry of Zimbabwe
PROGRAMME

Opening ceremony (09:00 – 11:20) North Convention and Congress Center, Room N106

09:00 – 09:45 INVESTOUR Registration for Round Tables and B2B sessions

09:45 – 10:00
- Official photo

10:00 – 10:40
- Official Opening Ceremony and Inauguration
  - Welcome by Ms. Elcia Grandcourt, Director, UNWTO Regional Programme for Africa (Master of Ceremony)
  - Mr. Luis Padrón, Director-General, Casa África
  - D. Eduardo López-Puertas, Director General, IFEMA
  - Mr. Taleb Rifai, UNWTO Secretary-General
  - H.E. Mr. Ignacio Ybáñez, Secretary of State of Foreign Affairs of Spain
  - H.E. Ms. Matilde Pastora Asian González, Secretary of State for Tourism of Spain

10:40 – 11:00 59th UNWTO Regional Commission for Africa (CAF)
- Presentation by Ethiopia, host country of CAF
- Signature of CAF Agreement

11:00 – 11:20 Business Overview of foreign investments in Africa
- Mrs. Wang Ping, Chairman of the Chinese Chamber of Tourism
- Mr. Luis Padrón, General Director, Casa África
Session 1: Technology and the design of new tourism products and projects

Technological progress is revolutionizing the global tourism industry, taking travel to the next level. In Africa, innovation in tourism has remained largely absent from local policies, until recently. Aware that innovation is becoming an imperative for the competitiveness and growth of the touristic sector, African countries have started to work on its integration in tourism development strategies. Innovative initiatives within the African private sector, and especially from start-ups, create new ways for tourism to reinforce its economic and social impact on the populations, in a sustainable perspective. Digital tourism, Collaborative economies, Data management and Destinations branding are some of the trends that African countries will have to include as key priorities for tourism development.

Moderator: Ms. Anita Mendiratta, CEO and Founder of Cachet Consulting, International strategic advisor and author in tourism and development

Panelists: - Hon. Walter Mzembi, Minister of Tourism and Hospitality Industry of Zimbabwe
- Hon. Najib Balala, Minister of tourism of Kenya
- H. E. Mohammed Yehia Rashed, Minister of tourism of Egypt
- Manuel Muñoz, New Digital Business & Strategic Deals Director, ATOS
- Paul Midy, CEO, Jumia Travel
- Peter Wong, Executive Chairman of the Chinese Chamber of Tourism
- Kwakye Donkor, Marketing and Communication Director, RETOSA

Debate

Session 2: Africa: Skills development, youth and women employment in tourism

Tourism is the fastest and most dynamic growing sector of the global economy, providing a wide range of employment opportunities. However, some groups of the population have shared least in its prosperity. Despite decade-long efforts and a significant progress, the challenges of youth and women employment are still rife in Africa. One of the major concerns nowadays is to give youth and women the best conditions to reinforce their position in the sector and allow them to play a leading role into sustainable tourism development in Africa. To achieve this objective, it is essential that all the stakeholders involved get mobilised and work together to bring collective efforts on determinant issues like education and training to enhance skills development, facilitation measures for entrepreneurship, or recognition for the ones who stand out and sharing of best practices.

Moderator: Mrs. Grace Obado, Spain Chapter Head of Africa 2.0 Foundation, Associate Professor at IE University, Madrid, and CEO of Hidrolution Kenya
Panelists: - H. E. Arlette Soudan-Nonault, Minister of Tourism & Leisure of Congo-Brazzaville
- Johanna Mukoki, Founder and CEO, Travel With Flair
- Mossadeck Bally, CEO of Azalai Hotels
- Fadi Noutchemo, Business Development Manager for Africa at Bench Events, and founder of the YAAPA (Young African Aviation Professionals Association)
- Sonia Tatar, CEO of Les Roches Worldwide

Debate

13:35 – 13:45

Closing remarks

Mr. Márcio Favilla, Executive Director for Operational Programmes and Institutional Relations, UNWTO

Mr. Shanzhong Zhu, Executive Director, Technical Cooperation and Services, UNWTO

For the 8th edition of INVESTOUR, the round tables sessions will run parallel with the B2B meetings, taking place at Pavilion 9.

B2B meetings session (FITUR B2B Workshop) (12.00 -14.00), Pavilion 9, Stand 9 D08

12.00 – 14.00

Workshop Meetings B2B (Business to Business)*

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

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 INVESTOUR (North Convention and Congress Center, Room Colon, Second Floor) – Only with invitation
5.5 Profile of the Panellists

ROUND TABLE 1: TECHNOLOGY AND THE DESIGN OF NEW TOURISM PRODUCTS AND PROJECTS

Moderator: Ms. Anita Mendiratta, CEO and Founder of Cachet Consulting, International strategic advisor and author in tourism and development

A trusted and respected global strategic advisor and five-time author in Travel, Tourism & Development, Anita Mendiratta is the Founder and Managing Director of CACHET CONSULTING, an international firm working closely with leaders in government, private sector business, international organisations and the media.

Originally from Canada, though having been based in South Africa for over two decades, Anita possesses unprecedented professional working and living experience across almost all continents. This direct global experience, innate ability to feel the ‘heartbeat’ of societies, and acute understanding of the economic, social, political and environmental dynamics impacting and inspiring nations facing change, have turned Anita into one of the most sought after international speakers and advisors on the subject of national growth, development, and often recovery, through Tourism.

Alongside her business leadership, Anita is also honoured to be:

- Special Advisor to the Secretary General of the UNWTO,
- Strategic partner to the WORLD BANK GROUP
- Lead consultant of CNN International’s T.A.S.K. GROUP

Panellists:

- Hon. Walter Mzembi, Minister of Tourism and Hospitality Industry of Zimbabwe

Dr Walter Mzembi (MP) has been Zimbabwe’s Minister of Tourism and Hospitality Industry since 2009. Before then, he was Deputy Minister for Water Resources and Management.

He has indicated a very clear policy direction for Zimbabwe’s Tourism, highlighting the massive potential that the country and Africa as a whole possess in this sector. He has held, and still holds, several high-level positions in a number of international organizations, including: the Presidency of the New York-based Africa Travel Association (ATA). He currently sits on the International Advisory Board of the Berlin based Institute of Cultural Diplomacy (ICD).

A major highlight of his career as Tourism Minister was the successful lobbying and hosting by Zimbabwe and Zambia of the 20th Session UNWTO General Assembly in 2013 which he steered, leading to his election as UNWTO Regional Commission for Africa (CAF) Chairperson. Dr Mzembi currently holds the same position of Chairmanship of CAF following his unanimous re-election to the same during the 21st UNWTO General Assembly held in Medellin, Colombia in 2015.

Minister Mzembi has a passion for wildlife conservation and has contributed to the current UNWTO thought on the issue. He holds BBS and MBA degrees from Azteca University in Mexico. He has just been awarded a doctorate by Aldersgate University College following submission of a thesis entitled ‘An Exploratory Study of Conservation Management in Zimbabwe: A Governance Perspective’.

Dr Mzembi is a Registered Professional Engineer with the Engineering Council of Zimbabwe, a Fellow of the Zimbabwe Institute of Engineers and a Member of the Engineering Institute of Zambia. Walter is a sought after speaker at home and abroad, accredited by the prestigious London Speakers Bureau.
A recipient of numerous national and international accolades and awards amongst them African Tourism Minister of the Year (2011), Public Service Manager of the Year (2012, Zimbabwe Institute of Management), he was recognised as Honorary Academician of the Bucharest-based European Council on Tourism and Trade Academy (2014). He twice voted Best Minister of the Year by an independent Zimbabwean national daily newspaper (2012 and 2013).

- Hon. Najib Balala, Minister of tourism of Kenya

Honourable Najib Balala, EGH, is the Cabinet Secretary for Tourism - Republic of Kenya. He has served as a Minister in five other Cabinets in the last 15 years. He is a former Member of Parliament and Mayor of Mombasa. He was elected Chairman of the United Nations World Tourism Organization, Executive Committee in 2011 and was voted Best Tourism Minister in Africa in 2009 by Africa Investor (AI).

Hon. Balala is credited with steering Kenya's Tourism Sector to recovery. He has played a significant role in boosting growth and stability in the Kenyan and regional tourism sector, working closely with private and institutional investors, with conservation and regional development agencies to ensure that the economic potential of this vital sector is both prudently and sustainably managed.

- H. E. Mohammed Yehia Rashed, Minister of tourism of Egypt

His Excellency Yehia Rashed was appointed as the Egyptian Minister of Tourism in March 2016.

Yehia Rashed has had a lengthy career in tourism and hospitality, having held management and business roles for leading companies in Europe and Egypt in the tourism sector.

After graduating from Tourism and Hotels College, Yehia Rashed worked in multiple areas within Marriott Hotels. He served as financial manager at the Marriott Cairo before relocating to France to manage the Marriott Champs Elysees for 23 years. He then moved to Brussels to manage the Marriott operation there for three years.

Ten years ago, Mr Rashed returned to Egypt to join AlKhorafi Group, where he was responsible for management and operation of the group’s Port Ghalib hotels on the Red Sea. He was subsequently tasked with establishing and running AlKharafi Group’s Management Department of Tourism and Hotels worldwide.

Mr Rashed speaks several languages, including English and French.

- Manuel Muñoz, New Digital Business & Strategic Deals Director, ATOS

Specialist in business development, sales, marketing, new products and services within IT environment. For the last 15 years Manuel has held different positions within the international business development, client services, marketing and sales departments, specifically in strategic execution and new business creation based on digital transformation, working on customer transformation challenges since first digital age.

Focused on transportation & tourism, highly experienced in international business, mobile & internet business - SEM, SEO, mobile VAS strategies, mobile advertising, entertainment, content management and social networks.

Specialties: Mobile VAS and internet solutions, expert in mobile solutions & services, telematics information and vehicle infotainment, managing technology personnel at different levels and disciplines and a strong ability to put ideas into practice, translating business requirements into business development, marketing, sales and business operation areas.

International experience in business development accustomed to establishing new lines of business in foreign countries.

Director of New Digital Business & MRT Market Iberia at AtoS

Digital business models design and business development for digital transformation focus on customer experience, supporting our clients in new digital businesses creation.
Manufacturing Retail T Spain & Portugal Leader - Business development & sales boosting for business sectors Manufacturing, Retail, Transportation & Tourism at Atos Iberia.

Former Director of Transportation & Tourism at AtoS
Business Director of Sales & Business development for Transportation, Tourism, Travel & Lodging markets.

- Paul Midy, CEO, Jumia Travel

Paul Midy is 33 years old and he is from France. He joined Jumia Travel as Chief Executive Officer (CEO) in 2015. He holds an engineering degree from Ecole Polytechnique (France) and Columbia University (USA) and he spent 7 years at McKinsey & company as Associate Partner.

- Peter Wong, Executive Chairman of the Chinese Chamber of Tourism

Mr Wong, Man Kong Peter, BBS, JP, a graduate of University of California at Berkeley, a Deputy of the 12th National People’s Congress, and a recipient of the “Young Industrialist Award of Hong Kong”. Mr Wong is the Chairman of the M K Corporation Ltd, North West Development Ltd, Culture Resources Development Co Ltd, Silk Road Hotel Management Co Ltd, and Silk Road Travel Management Ltd.

Mr Wong is the Executive Chairman of China Chamber of Tourism, Vice Chairman of Standing Committee of Hong Kong Pei Hua Education Foundation, a Director of Jinan University, Life Honorary Chairman of The Chinese General Chamber of Commerce and The HK Chinese Importers’ & Exporters’ Association.

He holds directorship in the following Hong Kong Public Companies: Hong Kong Ferry (Holdings) Co Ltd, Glorious Sun Enterprises Ltd, China Travel International Investment Hong Kong Ltd, Sun Hung Kai & Co Ltd, Sino Hotels (Holdings) Ltd, Chinney Investments Ltd, Far East Consortium International Ltd, New Times Energy Corporation Ltd, and MGM China Holdings Ltd.

Mr. Wong has been engaged in the development of cultural and heritage resources and has been giving presentations and lectures to NGOs, government and tertiary educational institutes. Since 1993, he has been participating as a member in the United Nations multi-agencies Silk Road Project.

- Kwakye Donkor, Marketing and Communication Director, RETOSA

Kwakye Donkor is the Marketing and Communications Director of the Regional Tourism Organization of Southern Africa (RETOSA), the tourism agency and arm of the Southern Africa Development Community (SADC). He is responsible for Tourism Regional Destination Marketing, Brand Management, Corporate Communications, and Corporate Social Investment, Investment Promotion Facilitation, International and Cooperating Partnerships (ICPs). Prior to joining RETOSA, Kwakye was among others, the Executive Marketing Director of Plattner Golf (Pty) Ltd trading as Fancourt, National Marketing and Communication Manager of Provident Financial, UK and South Africa (Offices) and Senior Corporate Marketing Officer at Africa Bank Investment Limited, South Africa.

He was lead convener for the annual Africa Golf Summit and FIFA World Cup Festival of Africa. Additionally, Kwakye has played leading and significant roles in major events including the 2003 Presidents Cup, 2005 Nelson Mandela 46664 Concert, 2005 Women’s World Cup of Golf, South Africa Open Tournament, Vodacom Origins of Golf and many other global events and tourism investment projects in Southern Africa.

Kwakye has over 25 years’ experience in investment promotions and facilitation, strategic marketing, stakeholder relationship management, corporate communications and brand Management. He frequently lectures and speaks at global conferences, seminars and workshops. He also Kwakye is the publisher of the annual South Africa Golf & Leisure Vacation Coffee table book.
ROUND TABLE 2: SKILLS DEVELOPMENT, YOUTH AND WOMEN EMPLOYMENT IN TOURISM

Moderator: Mrs. Grace Obado, Spain Chapter Head of Africa 2.0 Foundation, Associate Professor at IE University, Madrid, and CEO of Hidrolution Kenya

Grace Obado is the Chapter Head of Africa 2.0 International foundation in Spain, Associate Professor at IE University, CEO Hidrolution Kenya and also serves on the board of the same organization. Africa 2.0 is a third tank and advocacy of about 600 emerging and consolidated leaders from Africa and the diaspora, who work in their various fields to accelerate the development of Africa.

She joined Hidrolution in 2009 as the international business director. Hidrolution is a leader in technology for eco-friendly water purification. As international business director she was responsible for developing new markets and successfully led both the marketing and technical team to introduce Hidrolution’s eco-friendly technology in Africa, the Americas and Europe. In her new role, as the chief executive officer of Hidrolution Kenya, she will be working to improve access to potable water in Africa, with particular emphasis on sustainable funding for water treatment and restoration of contaminated natural water bodies.

Ms. Obado is also an associate professor of International Relations and Sustainable development at IE University and at the Madrid Campus of Schiller International University.

She has published various articles and co-authored a book entitled Laws of Success, adapted for Africa.

Panellists:

- Johanna Mukoki, Founder and CEO, Travel With Flair

Johanna Mukoki is an accountant and B.Comm graduate from Rhodes University.

She is the co-founder of Travel with Flair, a company she started 20 years ago with her two partners. She started with only 3 employees and one office in Pretoria. Currently her company employs over 700 staff country wide and they have offices in Johannesburg, Pretoria, Durban and Cape Town.

She is the first person from the African continent to sit on the Global Tourism Board (ACTE) – Association of Corporate Travel Executives where she represented the Middle East and Africa. ACTE has members in over 86 countries and the membership includes senior executives involved in the purchase and supply of travel with 200 billion Euros business travel spent from Fortune 500 companies.

Johanna has been blessed with many business accolades from “Most Influential Woman in Business and Government in Tourism” and also the Ernst & Young Emerging World Entrepreneur of the Year.

Recently she has been awarded with a certificate for Africa’s Most Influential Women in Business – July 2014. She has also been awarded with an Exceptional Commitment Award from the ASATA Diners Club Awards.

She has been elected to sit on the ASATA Board as Vice-President – 2014/2015 and 2015/2016.

She is also a board member of the Salvation Army and assists them with fundraising for their children shelters.

- Mossadeck Bally, CEO of Azalaï Hotels

Mr. Mossadeck Bally is the Founder, Chairman and CEO of the Azalaï Hotels Group, a leading private hotel chain group in the West African Region.

Born August 27, 1961 in Niger to Malian parents with a long tradition in commerce and trading, Mr. Bally was raised in Niger and Mali, where he received his early education. He studied abroad, notably in France and in the
United States where he improved his business knowledge by holding a Bachelor of Science in Business Administration from the University of San Francisco, in California.

Mr. Bally commenced his foray into the African hospitality industry with an initial focus on his home country, Mali. In 1994 he established the special purpose vehicle, “Société Maliéenne de Promotion Hôtelière (SMPH)” to effect the acquisition of the first hotel of the future Azalaï Hotels Group through the State privatization of the mythical “Grand Hôtel de Bamako”. In 2000, he built on the strong reputation on the service quality and management of its premier hotel to build the Salam Hotel, and enter into a management agreement for Hotel Nord Sud, both based in Bamako.

In 2005, Mr. Bally consolidated the activities of the various properties under a common brand (“Azalaï Hotels”), and formally launched the Group’s expansion strategy in the WAEMU region. Under Mr. Bally’s leadership, the Azalaï Hotels Group expanded to Burkina Faso in 2004 through the acquisition of Hotel Independence; Guinea Bissau in 2007 through the acquisition of Hotel 24 de Setembro, to Benin through the acquisition of Hotel de la Plage, to Mauritania through the acquisition of Hotel Marhaba and more recently to Abidjan, Dakar, Niamey and Conakry. From its humble origin 20 years ago, Azalaï Hotels Group is today the first African private hotel chain group in the West African Region, providing direct employment to about 700 persons and over 3,500 indirectly.

Mr. Bally, through the Azalaï Hotels Group strives to provide a conquering vision for African Business.

- **Fadi Noutchemo, Business Development Manager for Africa at Bench Events, and founder of the YAAPA (Young African Aviation Professionals Association)**

Fadimatou NOUTCHEMO SIMO is the Founder and President of the Young African Aviation Professional Association (YAAPA), a nonprofit organization whose main goal is to create a platform of exchange to attract, train, and retain young talented Africans for the promotion of safe and secure aviation in Africa. Additionally, as a member of the Women in Aviation International (WAI) Organization and President of Women in Aviation International Cameroon Chapter, she is dedicated to providing aviation networking, education, mentoring and scholarship opportunities to all, especially women who are striving for challenging and fulfilling careers in aviation and aerospace industries.

She is the Business Development Manager for Africa, and focuses on sales management for AVIADDEV and AHIF. Her main responsibility is to develop and maintain relationships with existing and potential sponsorship clients aiming at keeping sponsors satisfied and very well treated by developing authentic experiences, as well as bringing new sponsors to the conference.

- **Sonia Tatar, CEO of Les Roches Worldwide**

Sonia Tatar was appointed CEO at Les Roches Worldwide in June 2013. Prior to this, she was Director General of Les Roches Switzerland from January 2011. As CEO, she leads the global network of Les Roches campuses in Switzerland, Spain, China and Jordan.

Before joining Les Roches, Ms Tatar held a number of senior leadership positions at INSEAD, an international graduate and executive business school based in France.

She has also served in leadership roles at Euro Disney, Royal Caribbean Cruise Lines, and Hyatt Regency, part of the Hyatt Hotels and Resorts portfolio.

Ms Tatar holds an M.A. in Romance Languages, Italian Civilization and Literature from Paris-Sorbonne University and a Master in Languages, Management and Administration from the University of Tunis in Tunisia.

Ms Tatar’s vision is for Les Roches to consolidate its position in the top three ranking hospitality schools in the world, and reinforce its reputation as the best school for students looking for a genuine global study experience, through learning at campuses in Switzerland, Spain, China and Jordan.
A member of the Global Lodging Forum board, Ms Tatar enjoys traveling, learning about different cultures, listening to music, decoration and cinema, and reading about management.
Prior to the Official Opening of the 8th Edition of INVESTOUR, a media briefing took place between Mr. Taleb Rifai, UNWTO Secretary and Mr. Luis Padrón, Director-General, Casa África with seven international journalists, namely from El País, EFE, TVE, Radio Exterior- Radio Nacional, El Mundo, ONDA, CERO and AFP.

During the interview, Mr. Taleb Rifai, UNWTO Secretary and Mr. Luis Padrón, Director-General, Casa África discussed the main Objectives and mission of INVESTOUR as well as the potential and opportunities of the tourism sector in Africa.
INVESTOUR 2017 gathers over 20 African Ministers of Tourism in Madrid


INVESTOUR, a unique platform for tourism businesses from Africa and Europe to meet has convened more than 20 African Ministers of Tourism at FITUR, the Spanish Tourism Fair. The initiative, now in its 8th edition, has taken place on 19 January in a joint initiative of the World Tourism Organization (UNWTO) and Casa Africa.

In the last eight years, INVESTOUR has become a unique platform for exchange of information and for business opportunities in the African continent. The event has counted in its 8th edition with the participation of more than 20 Ministers of Tourism of different African countries who debated the opportunities that the sector can bring to the continent.

INVESTOUR 2017 focused on two main topics: 'Technology and design of new touristic products' and 'Capacity development for youth and women in tourism.'

"INVESTOUR has demonstrated not only the high relevance of such platforms to advance business, but also the immense potential of the tourism sector in the Africa as reflected in the very positive results that the region had in terms of international tourism in 2016" said UNWTO Secretary-General, Taleb Rifai.

"For Casa Africa is a privilege to be one of the joint partners of INVESTOUR as this event has become a major reference for African tourism investors," said the Director General of Casa Africa, Luis Padron. "Our goal is to promote exchanges and to create a platform in which tourism professionals from both shores can meet, discuss, understand each other, and to look for ways to cooperate and to grow," he said.

As 2017 will be celebrated worldwide as the International Year of Sustainable Tourism for Development, sustainable practices have been particularly addressed by the initiatives presented at INVESTOUR.

In 2016, Africa welcomed 58 million international tourists, up 8 % from 2015. According to UNWTO's forecast, this figure will reach 134 million by 2030. The interest in tourism business in the continent has also risen. For instance, the number of Spanish companies based in sub-Saharan Africa has multiplied by seven in the last five years. As highlighted by the World Bank in 2015, the fast economic growth and the significant improvement of the business climate in Africa opens new perspectives for international companies.
Since the first edition in 2009, INVESTOUR has brought together over 1500 participants from 46 African countries and more than 900 projects have been presented. In 2016, more than 300 participants have attended INVESTOUR, including 14 Ministers of Tourism of Africa and Middle-East and numerous Spanish companies which met with more than 100 projects presented by African stakeholders.

**FITUR 2017: UNWTO with a focus on sustainability and tourism in Africa and in the MENA region**


The International Tourism Fair in Spain (FITUR), taking place on January 18-22 in Madrid, comprises a number of events organized by the World Tourism Organization (UNWTO). Activities will have a special focus on sustainable tourism, including the official presentation of the International Year of Sustainable Tourism for Development 2017 on January 18.

UNWTO has prepared a number of events to be held at FITUR, starting with the presentation of the International Year of Sustainable Tourism for Development 2017. Also on January 18 the 13th Edition of the UNWTO Awards on Innovation and Excellence in Tourism will commend some of the best examples of sustainable tourism around the world. Preceding the ceremony on January 16, the Awards Forum will serve to present the 12 projects shortlisted from 139 initiatives that were received from 55 countries.

In addition to the presentation of the International Year and the UNWTO Awards, more than 20 ministers of tourism from Africa will debate the opportunities that the sector can bring to the continent. The Tourism Investment and Business Forum for Africa (INVESTOUR) will focus on the role of sustainable tourism to foster social inclusion and prosperity. The Forum, organized in cooperation with Casa Africa, will this year include two round tables: ‘Technology and design of new touristic products’ and ‘Capacity development for youth and women in tourism.’

The potential of tourism in the MENA region will also be examined during FITUR through a ministerial discussion forum jointly organized by UNWTO and Casa Árabe. The event will focus on sustaining growth and strengthening the resilience of tourism in the Middle East and North Africa.
INVESTOUR 2017 convenes more than 20 African Ministers of Tourism at FITUR


INVESTOUR, a unique platform for tourism businesses from Africa and Europe to meet has convened more than 20 African Ministers of Tourism at FITUR, the Spanish Tourism Fair. The initiative, now in its 8th edition, has taken place on 19 January in a joint initiative of the World Tourism Organization (UNWTO) and Casa Africa.

In the last eight years, INVESTOUR has become a unique platform for exchange of information and for business opportunities in the African continent. The event has counted in its 8th edition with the participation of more than 20 Ministers of Tourism of different African countries who debated the opportunities that the sector can bring to the continent.

INVESTOUR 2017 focused on two main topics: ‘Technology and design of new touristic products’ and ‘Capacity development for youth and women in tourism.’

“INVESTOUR has demonstrated not only the high relevance of such platforms to advance business, but also the immense potential of the tourism sector in the Africa as reflected in the very positive results that the region had in terms of international tourism in 2016” said UNWTO Secretary-General, Taleb Rifai.

“For Casa Africa is a privilege to be one of the joint partners of INVESTOUR as this event has become a major reference for African tourism investors,” said the Director General of Casa Africa, Luis Padrón. “Our goal is to promote exchanges and to create a platform in which tourism professionals from both shores can meet, discuss, understand each other, and to look for ways to cooperate and to grow,” he said.

As 2017 will be celebrated worldwide as the International Year of Sustainable Tourism for Development, sustainable practices have been particularly addressed by the initiatives presented at INVESTOUR. In 2016, Africa welcomed 58 million international tourists, up 8 % from 2015.

According to UNWTO’s forecast, this figure will reach 134 million by 2030. The interest in tourism business in the continent has also risen. For instance, the number of Spanish companies based in sub-Saharan Africa has multiplied by seven in the last five years. As highlighted by the World Bank in 2015, the fast economic growth and the significant improvement of the business climate in Africa opens new perspectives for international companies.

Since the first edition in 2009, INVESTOUR has brought together over 1500 participants from 46 African countries and more than 900 projects have been presented. In 2016, more than 300 participants have attended INVESTOUR, including 14 Ministers of Tourism of Africa and Middle-East and numerous Spanish companies which met with more than 100 projects presented by African stakeholders.
In 2016 58 Million People Traveled To Africa – UNWTO


Destinations worldwide welcomed more than 1.2 billion people in 2016; while 6 billion people toured within their borders, in an unprecedented growth of the domestic travel sector. This is according to the latest tourist barometer report released by United Nations World Tourism Organization (UNWTO).

The robust growth in international arrivals maintained a steady upward trajectory, to mark a 3.9% growth, which translates to some 46 million more overnight visitors as compared to the previous year – 2015. Therefore, according to the stats, 2016 was the seventh consecutive year of sustained growth post the 2009 global economic financial crisis that majorly affected the travel sector.

“Tourism has shown extraordinary strength and resilience in recent years, despite many challenges, particularly those related to safety and security.” Said outgoing Secretary-General, Taleb Rifai in a statement. “Yet, international travel continues to grow strongly and contribute to job creation and the wellbeing of communities around the world.”

Good Year for Africa

Africa showed great recovery after two weak years, plagued by the Ebola pandemic and rampant terrorist attacks. The continent welcomed 58 million tourists, a remarkable 8% growth from 2015. This figure is expected to reach 134 million by 2030. Compared to the rest of the regions, the continent edged a step closer to Asia and the pacific who led the numbers in 2016 arrivals despite maintaining a matching growth trajectory at (+8%). The Americas and the Middle East maintained the set momentum but showed mixed results across different locations, thereby scoring a (+2%) and (-4%) respectively.

Africa as a whole has seen a rising interest in tourism business from different corners of the globe, owing to the fast economic growth across her nations and improved business environment. For instance, UNWTO estimates that the number of Spanish companies based in Sub-Saharan Africa has multiplied by seven in the last five years.

2017, The Year of Sustainable Tourism for Development

As declared by the United Nations General Assembly in December 2015, 2017 will mark 12 months of celebrating and promoting the contribution of tourism to the building of a better world, which is the major goal of the International Year of Sustainable Tourism for Development. This is expected to reinforce the 2030 Agenda towards realizing the achievement of the Sustainable Development Goals (SDG).

The International Year of Sustainable Tourism for Development 2017 was officially presented in Madrid during the opening of the recently held Spanish Tourism Fair, FITUR . The annual fair also hosted the INVESTOUR which brings together tourism businesses from Africa, Europe and the rest of the world in a unique platform aimed at discussing business opportunities in the African continent. This year, discussions majorly centered on ‘Technology and design of new touristic products’ and ‘Capacity development for youth and women in tourism.’

“It’s yet another chance to explore how we can fully tap into the sector, while maintaining high responsibility for natural resources, culture and heritage as well as bolstering human relations and freedom of movement in every destination across the world,” commented Paul Midy, CEO for Jumia Travel who was part of the participating panelists. This year’s event, which marked the 8th edition brought together 20 Ministers of Tourism from different
African countries including Kenya’s Tourism CS Hon. Balala, and also saw several African candidates launch their interest and campaign to succeed the outgoing Secretary-General.

In his comment, the Secretary-General noted that, “INVESTOUR has demonstrated not only the high relevance of such platforms to advance business, but also the immense potential of the tourism sector in the Africa as reflected in the very positive results that the region had in terms of international tourism in 2016.”

SUSTAINABLE AND RESPONSIBLE TOURISM DRIVING DEVELOPMENT IN AFRICA


ABIDJAN, COTE D’IVOIRE - The United Nations has declared 2017 as "International Year of Sustainable Tourism for Development", with the official launch by the World Tourism Organization (UNWTO) on January 18 in Madrid.

On this occasion, UNWTO Secretary-General Taleb Rifai put the continued growth of tourism into figures: “In 2016, more than 1.2 billion people travelled around the world for tourism purposes and another 6 billion people travelled domestically,” he said, highlighting the need to promote more sustainable tourism.

“Tourism has become a pillar of economies, a passport to prosperity, and a transformative force for improving millions of lives. The world can and must harness the power of tourism as we strive to carry out the 2030 Agenda for Sustainable Development,” said UN Secretary-General, Antonio Guterres.

“In parallel with the growth of the sector, there is also increased responsibility to advance towards greater sustainability, equity, inclusiveness and peace in our societies,” added Rifai.

This will consist of promoting tourism that is respectful of the environment – to preserve countries’ resources and natural wealth – and of the people, who stimulate the economy, creating jobs and income and, thus, the development of countries and their populations.

Tourism in Africa, a developing potential

With its wealth of exceptional flora and fauna, legendary landscapes and varied cultural heritage, Africa offers a still largely untapped tourism potential.

Representing more than 15% of the world population, the continent only currently attracts a small share of the world’s tourists. It welcomed 65.3 million tourists in 2014, or 5.8% of worldwide tourist travel. Compared to the 17.4 million international tourist arrivals on the continent in 1990, the performance of the sector has increased nearly fourfold in less than 15 years. In other words, tourism on the continent, especially in the hotel industry, is booming.

In terms of revenue, Africa earned US $43.6 billion in 2014, representing 3.5% of worldwide tourism revenue.

Tourism, engine of growth

Generating income and jobs, tourism can be an engine of growth. In 2014, the sector accounted for 8.7 million jobs in Africa, 500,000 more than in the previous year.
The African Development Bank has, for some years, been publishing an annual report on the sector in English, entitled Africa Tourism Monitor. Jointly produced by the AfDB, New York University Africa House and the Africa Travel Association (ATA), the third and latest edition, published in January 2016, had the theme of "Unlocking Africa's Tourism Potential". The 2016 edition is being finalized. The Bank has also set up a tourism data portal for Africa in collaboration with other partners, similar to the Africa Visa Openness Index, which measures the degree of visa openness on the continent – an important criterion particularly for the mobility of tourists.

Developing infrastructure and regional cooperation

Infrastructure and transport services remain the Achilles' heel of the growth of the tourism sector: "Journeys in the African continent are not always seamless", noted the 2015 edition of Africa Tourism Monitor. It proves more complicated – and more onerous – to travel across the continent than it does to get there from Europe, North America or Asia. Dedicated incentive policies are still to be put in place, beside strengthening regional cooperation.

On the ground, the work of the Bank also supports the interests of dynamic tourism, provider of income and growth. Not only when it funds and builds roads, airports and other infrastructure, but also when the AfDB makes every effort to ensure that neighbouring communities are involved in and associated with projects for them to better take ownership and benefit from them later.

Reconciling tourism and sustainable development

November 2016, at COP22 in Marrakech, saw the birth of an African Charter on Sustainable and Responsible Tourism under the auspices of Morocco and the World Tourism Organization (UNWTO) and signed by 20 countries of the continent.

The objectives of responsible and sustainable tourism are fully aligned with the African Development Bank's High 5s, for development on the continent.

Moreover, three of the Sustainable Development Goals (SDGs) for 2030, adopted in September 2015, target tourism: SDG 8, "Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all", SDG 12, "Ensure sustainable consumption and production patterns" and SDG 14, "Conserve and sustainably use the oceans, seas and marine resources for sustainable development".

1.2 BILLION PEOPLE TRAVELED THE WORLD IN 2016, 58 MILLION TO AFRICA - UNWTO REPORT


About 58 million tourists visited Africa in 2016, a report by United Nations World Tourism Organization (UNWTO) says.

In a statement on Tuesday, UNWTO Secretary General Taleb Rifai said this was a great recovery after two weak years when the continent was plagued by the Ebola pandemic and rampant terrorist attacks.
"Tourism has shown extraordinary strength and resilience in recent years, despite many challenges, particularly those related to safety and security," he said.

"Compared to the rest of the regions, the continent edged a step closer to Asia and the pacific who led the numbers in 2016 arrivals despite maintaining a matching growth trajectory at (+8%)," the world body said.

"The Americas and the Middle East maintained the set momentum but showed mixed results across different locations, thereby scoring a (+2%) and (-4%) respectively," Rifai added.

Worldwide, more than 1.2 billion people visited various destinations while 6 billion people toured within their borders, in an unprecedented growth of the domestic travel sector.

Rifai further said the robust growth in international arrivals maintained a steady upward trajectory, to mark a 3.9% growth, which translates to some 46 million more overnight visitors as compared to the previous year - 2015.

Therefore, according to the stats, 2016 was the seventh consecutive year of sustained growth post the 2009 global economic financial crisis that mostly affected the travel sector.