IX TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA (INVESTOUR)
Madrid, 18 January 2018
FINAL REPORT

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INTRODUCTION

The ninth edition of the Tourism Investment and Business Forum for Africa (INVESTOUR) was held on 18 January 2018, in IFEMA - Madrid, Spain, on the occasion of the 38th edition of FITUR. The annual forum is jointly organized by the World Tourism Organization (UNWTO), the International Tourism Trade Fair of Madrid (IFEMA/FITUR) and Casa África (organization representing the Spanish Government).

UNWTO is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism, with Member States from 158 countries. UNWTO promotes tourism as a driver of economic growth, inclusive development, and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

FITUR – The international trade Fair of Madrid is a global meeting point for tourism professionals and the leading trade fair for inbound and outbound Ibero-American markets. Its 38th edition surpassed the record of international participants with a total of 140,120 from 165 countries, led by a record number of attendees from Africa, namely 21% of total participants.

Casa África is a public Consortium integrated by the Ministry of Foreign Affairs and Cooperation, the Government of the Canary Islands and the Spanish Agency for International Development Cooperation. Its activities form part of the Government’s foreign policy as a public and economic diplomacy tool that aims at promoting good understanding and trust between Spain and Africa and works towards the creation of strategic partnerships through educational and cultural activities.

INVESTOUR’s main objective is to promote the development of sustainable tourism in Africa, while encouraging exchanges on investment and business opportunities in the region. Since the event’s inception in 2007, each edition has been an opportunity to identify new avenues and innovative approaches to establish the forum as an ideal platform for promoting sustainable tourism development and showcasing the investment and business opportunities present in the African region. With that in mind and in response to the requests of Member states, prior to this edition of INVESTOUR, the three partners introduced a workshop on financing in the tourism sector. The workshop aimed to equip Member States with the necessary skills required to develop the project proposal that they wish to present during the B2B Meetings Session of INVESTOUR to potential
investors. The event was graciously hosted by Casa Africa in their Headquarters in Las Palmas de Gran Canaria from 16-17 October 2017, which also coincided with their 10th year anniversary celebrations.

Based on the success of the event, UNWTO and Casa África further cemented the efforts to provide Member States with guidelines and assistance needed to facilitate the acquisition of funding and financing of sustainable tourism projects by consolidating an Investment Handbook on better access to financing for tourism projects which will soon be published.

INVESTOUR’s activities for the day includes two interactive sessions which provides participants with an extensive networking platform. For this edition, the forum started with the Round Table sessions in the morning and concluded in the afternoon with the Business to Business (B2B) Meetings sessions allowing participants the opportunity to fully benefit from both sessions. These fourm unfolded as follows:

1. The Round Table sessions, held in the morning, included interactive discussions structured around some of the most pertinent topics to the tourism sector in Africa, namely: (i) Brand Africa: Fostering tourism development and investment opportunities, and (ii) Biodiversity as a driver for sustainable tourism: the importance of effective community involvement. These two round tables offered the opportunity for participants to appreciate the perception of brand Africa and its impact on tourism in the region, and to explore and share experiences on policy measures taken to manage a successful brand for a destination. The second session highlighted how effectively and substantively local community involvement in the conservation efforts of biodiversity can empower communities and improve their livelihoods.

2. The second session, held in the afternoon, was devoted to the Business-to-Business (B2B) Meetings, a networking platform for initiators of quality projects, from the public and private African entities, to connect with investors from the international arena. This session was introduced in an attempt to assist and support African member states in establishing primary contacts which could lead to the development of concrete touristic projects. It also offers an opportunity to raise awareness and provide first hand information about the investment climate of different countries in Africa.

The IX edition benefitted from the support of several sponsors and partners whose contribution reinforced the success of the event. INVESTOUR was sponsored by Horwath HTL, the world leading consulting firm specialized in hotel, tourism and leisure, Quantum Solutions emerging Markets specialized in the promotion, design, and execution of projects in the areas of infrastructure, capital goods, and services and INFECAR, the Trade Fair Institution of the Canary Islands.

In addition, partners of INVESTOUR included eBiz Africa review, China Business Network, the Chimelong Group, Ethiopian Airlines, the Spanish Madrid Chamber of Commerce, the Confederation of Travel Agencies (CEAV), the Spanish Institute for Foreign Trade (ICEX) and The Spanish Exporters and Investors Club.

In January 2018, UNWTO signed a Memorandum of Understanding with eBiz Africa Review, a magazine which primarily focus on entertainment and business news in the African continent, it serves as the first magazine dedicated to Africa written in Spanish designed for the use of international travellers, investors, businessmen, decision makers, politicians and diplomats working in or for African countries and for the curious minds interested in African culture and the African continent. In their capacity as a Media partner, eBiz Africa Review disseminated information on the Forum prior to the event, during the forum via social network and post event on their website,
and social media network. The media outlet also maximised on the presence of the African Ministers of Tourism and Heads of delegations by conducting several interviews with the Heads of delegations from Cabo Verde, Comoros, Kenya, Mali, Sao Tome and Principe, Sudan which further provides added visibility for these countries.

INVESTOUR also collaborated with four major Spanish entities; namely the Madrid Chamber of Commerce, the Confederation of Travel Agencies (CEAV), the Spanish Institute for Foreign Trade (ICEX) and The Spanish Exporters and Investors Club. These associations are responsible for promoting Spanish Trade and Investments overseas, as well as supporting Spanish companies in their internationalisation process and investment activities in other countries. Their support to INVESTOUR have been through the dissemination of information on the forum among their members and through their database, which includes Spanish associations, companies and stakeholders of the Spanish private sector and other branches. ICEX published on their official website an information note with their calendar of activities on INVESTOUR, whereas CEAV and The Spanish Exporters and Investors Club sent out invitation letters and the catalogue of African Tourism projects to all their database of investors and exporters.

INVESTOUR also partnered with China Business Network (CBN), a consortium of entities focusing on facilitation and promotion of Chinese investments overseas, and supporting destination promotion authorities on the national, regional and local levels. The collaboration between INVESTOUR and CBN consisted of distribution of the catalogue of African tourism projects to Chinese investors particularly keen on investing in the hospitality and tourism sector in Africa.

On the occasion of the forum, Ethiopian Airlines extended a special promotional offer in Business and Economy class fares to all participants travelling to Madrid from cities where Ethiopian Airlines operates, to attend INVESTOUR.

Additionally, during the Forum, the UNWTO/Chimelong initiative Media Awards on Wildlife Tourism was launched. The latter being an initiative of UNWTO and the Chimelong Group, a leading enterprise in China’s tourism Industry, that aims at sensitizing and enhancing the capacities of global media to report on wildlife protection as an essential component of tourism.

Over the years, the organizers of the forum have continuously explored and introduced various strategies and innovative approach to keep the forum relevant and this has allowed the event to evolve and successfully establish itself as the ideal platform that promotes sustainable tourism development and showcases the investment and business opportunities present in the Africa region to the international partners.

The IX edition of INVESTOUR has recorded the highest number of participation as it gathered over 450 participants from more than 45 countries, including 37 countries from Africa, and participants from Argentina, China, France, Italy, Netherlands, Portugal, Spain, United Kingdom and USA, among other countries. It also brought together a record number of African Ministers of Tourism from 35 member states and Heads of Delegation. The forum was inaugurated by the newly elected UNWTO Secretary General Mr. Zurab Pololikashvili, who was joined by the Secretary of State of Foreign Affairs of Spain, Mr. Ildefonso Castro.
It is indisputable that to date, Africa’s tourism potential remains greatly untapped, with a growth trajectory of 8% which is above the international growth rate that currently stands at 5%. The continent is home to rich cultural heritage and abundant natural resources. However, the development of the tourism sector still lacks the necessary investments required in the different fields of the tourism value chain such as infrastructure, access to water, transportation, hotel construction and other services. Thus, the lack of financial resources makes it difficult for governments to fully fund projects on their own. It is therefore important to acknowledge that securing funding from financial institutions and the private sector is pivotal to fully harness the potential of the tourism sector.

Against this backdrop, UNWTO, Casa Africa and IFEMA conducted a workshop prior to INVESTOUR in October 2017, in Casa Africa Headquarters in Las Palmas de Gran Canarias, Spain. The event responded to the requests of Member States for assistance to better prepare their project presentations for the B2B Meetings Session of INVESTOUR. The workshop providing Member States with the necessary guidance and tools needed to facilitate financial resources and to attract feasible investment for sustainable tourism projects and targeted practitioners from the public and private sector involved in the tourism sector.

The event was attended by participants from 10 countries namely, Angola, Cameroon, Côte d’Ivoire, Djibouti, Guinee Bissau, Kenya, Democratic Republic of the Congo, Sao Tome and Principe, Seychelles, and South Africa.

The workshop constituted of 4 interactive sessions

- **Session 1**: Project definition, design and promotion
- **Session 2**: Attracting investment for the tourism sector: A breakdown on the components of a successful project plan
- **Session 3**: Monitor and Evaluate Sustainable Tourism Investment and Finance Projects & Tourism Sector Diagnostic Tool Investment Drivers
- **Session 4**: Projects presented by participating countries

The workshop focused on the following:

1. How to elaborate sustainable tourism project proposals
2. preparing investment briefs and identifying potential sources of financing
3. Evaluating the ease of doing Business in African countries.
Upon completion of the workshop, participants were requested to present their projects proposal plans based on the tools and guidance given during the course, whereby they were assigned to take on the role of investor, government or local community. They discussed how each entity would view the setting up a new investment project and further address the concerns of each party. The event concluded with a technical visit to major tourist sites in Las Palmas.

The initiative yielded positive results, which were felt primarily in the quality of sustainable tourism projects submitted by Member States for the B2B meetings Session of INVESTOUR 2018 and on the results of the evaluation forms filled by participating delegates.

Participants have expressed that the session provided them with the necessary guidance needed to identify funding sources, and that the overall workshop was very informative. Table 1 below illustrates the overall satisfaction level of participants with regards to the choice of topics, structure of the workshop as we as the outcomes.

Members have further expressed their wish and need for the organisers of INVESTOUR to consider hosting such workshops on a regular basis.

| Table 1 |

**CONTENT AND STRUCTURE OF WORKSHOP**

<table>
<thead>
<tr>
<th>Choice of Topics</th>
<th>Structure of Workshop</th>
<th>Quality of documentation provided</th>
<th>Discussions during Workshop</th>
<th>Outcomes/Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>Good</td>
<td>Fair</td>
<td>Poor</td>
<td>Poor</td>
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Participants included officials from the National Administration office, Ministries responsible for Tourism as well as practitioners from the private sectors and University professors.
The Opening Ceremony and the Round-table sessions 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. Mr. Ildefonso Castro, Secretary of State of Foreign Affairs, Mr. Eduardo López-Puertas, Director General of IFEMA, Mr. Luis Padrón, Director General of Casa África, Mr. Zurab Pololikashvili, Secretary-General of UNWTO and over 30 African Ministers of tourism and Head of Delegations.
Ms. Elcia Grandcourt, Director, UNWTO Regional Programme for Africa

The opening ceremony commenced with welcome remarks by Ms. Elcia Grandcourt, UNWTO Regional Director for Africa, in her capacity as the Master of Ceremony of the 9th edition of the Forum. She welcomed the attendees and commended the rapid growth witnessed at each edition of INVESTOUR both in terms of attendance and impact. Ms. Grandcourt acknowledged the presence of the Tourism Ministers from Africa and, as well as the high officials from the tourism sector. She acknowledged and extended a warm welcome to the newly appointed Ministers, and introduced the newly appointed UNWTO Secretary General, Mr. Zurab Pololikashvili, who addressed the region for the first time. Ms. Grandcourt acknowledged the presence of Honorable Najib Balala, Cabinet Secretary of Tourism of Kenya, who is now the Chairman of the UNWTO Commission for Africa (CAF). Minister Balala’s great leadership, determination and commitment as Chairman of CAF would mostly support in driving the agenda and delivering the programme of work for the region.

Special thanks were accorded to the three official sponsors of INVESTOUR 2018 for their support and valuable contribution for this year’s edition: Horwath HTL, as a gold sponsor and INFECA, & Quantum Solutions Emerging Markets as silver sponsors. Ms. Grandcourt also expressed her gratitude to the partners who have collaborated closely for this edition of INVESTOUR such as the Chimelong group, China Business Network, Ethiopian Airlines and eBiz Africa.

She highlighted the remarkable results in international arrivals recorded in Africa, which grew by 8% to reach a record of 62 million international arrivals. She reiterated that the positive growth sends a strong message of confidence not only to the holiday makers but also to investors looking to invest in the region.

Ms. Grandcourt also recalled that the investment climate in Africa over the last decade has improved significantly in the ease of doing business, in establishing online systems and the creation of one –stop shops for providing business lifecycle services. She highlighted that the round table sessions will address the key topical issues that both the public and private sector stakeholders deem relevant to debate and explore.

Ms. Grandcourt concluded her speech by presenting the programme of the Forum to the participants, and invited the distinguished speakers for the opening remarks and to officially inaugurate the event.
Mr. Eduardo López-Puertas, Director General of IFEMA

Mr. Eduardo López-Puertas, Director General of IFEMA started by welcoming all participants to INVESTOUR, an event which, according to him, has consolidated its position as an ideal mechanism to support and boost tourism development across Africa. He stated that the increasing institutional representation that the forum draws every year attests to the effectiveness of this initiative, as a lever for the development of tourism destinations on the continent. Mr. López-Puertas acknowledged that the opportunities offered by Africa in the framework of FITUR, gain increasing weight every year, and this is largely due to the impact of INVESTOUR which has greatly helped consolidate the presence of African countries in the fair and served as a stimulus for the growing adherence of new official representation every edition, such as that of Equatorial Guinea and Sao Tome and Principe, the latest additions to FITUR.

He shared his conviction that FITUR offers Africa an increasingly important promotion and business opportunities which could benefit the development of the tourism sector in the region.

Mr. López-Puertas recalled the audience that FITUR is one of the most important tourism fairs in the world, with over 10,000 companies from 165 countries and 250,000 visits, generating numerous professional and business opportunities.

He reiterated the commitment of the three partners to continue to work together to make tourism an effective tool for development in the region, thus serving as a stimulus to awaken the interest of the Spanish and European employers in exploring sustainable tourism projects from Africa, making investments, and using their experience to help the continent make progress. He noted the progress witnessed every year in the figures of INVESTOUR which attest the opportunities offered by this cooperation.

Mr. López-Puertas concluded by sharing the aspirations and objectives of the organizers of the event to position the B2B Meetings Session as an effective platform for both promoters of touristic projects and the international investors to identify the ideal partnership opportunities that the forum offers. He also hoped that the forum will continue to be an effective mechanism for supporting economic growth and job creation in the region.

Mr. Luis Padrón, Director General of Casa África

Mr. Luis Padrón started his speech by welcoming the African Ministers, Ambassadors, authorities and other private stakeholders to the 9th edition of INVESTOUR. He also congratulated Mr. Zurab Pololikashvili for taking his new position as Secretary General of UNWTO, an organization with which Casa Africa has forged excellent relationship, and expressed his confidence in Mr. Pololikashvili’s leadership and that the tourism sector in Africa will be positioned as his key priority. Mr. Padrón conveyed the honor of Casa Africa to be amongst the co-organizers of the event and recalled that this initiative was created to serve as a meeting point for African leaders in the framework of FITUR, and reminded that the presence of the continent in the fair was by then very limited.

Nine years later, INVESTOUR has consolidated itself to constitute a global reference for tourism in Africa, bringing together today over 25 African Heads delegations, the biggest number of tourism policy makers, and representatives from over half of the African continent. Mr. Padrón articulated his convictions that there isn’t any other event that brings together this many African tourism stakeholders and policy makers in one table, and restated the honor of Spain to host such an event, an exemplary country whose tourism sector has transformed it into a global reference.
According to Mr. Padrón, the growing presence of the African tourism stakeholders and the increasing international participation has transformed the event into a key platform whereby African countries present touristic projects, ideas and policies and international investors can identify and explore the opportunities present in the tourism sector in Africa. This forum has over the years, proven the immense potential of tourism in Africa.

Mr. Padron introduced Casa África, as a public consortium integrated by the Ministry of Foreign Affairs and Cooperation and the Government of the Canary Islands, where the institution is headquartered. He also mentioned that since its birth 10 years ago, Casa Africa has realized over 2,000 activities that reinforce and promotes good understanding and linkage between Spain and Africa.

He affirmed that INVESTOUR is a prime example of the principles to create good relationships and networks and to become facilitators through which projects and investments are born, which generate benefits to both the African tourism stakeholders as well as the Spanish private entities. More importantly, this forum breeds optimism and enthusiasm for the continent, challenges the belief that the African continent has limited potential and demonstrates that the continent has more positives than negatives which eventually influences the African Brand, a key topic which Casa Africa is currently working on in cooperation with UNWTO to assist African Member States.

Mr. Padron concluded by noting that there are still challenges that limit tourism growth in Africa and various measures must be taken such as relaxing the visa policies, stimulating tourism investments, acquiring financing and replicating the successful cases from one country to another.
H.E. Mr. Ildefonso Castro, Secretary of State of Foreign Affairs, Spain

After having welcomed and thanked all Ministers, Ambassadors, Head of delegations and other authorities for their high level of attendance, Mr. Ildefonso Castro congratulated the new Secretary General of UNWTO for taking his new post, and wished him luck with his new endeavors and he reiterated the support of Spain to UNWTO.

Reflecting on the opportunities and potential that the tourism sector represents for Africa, Mr. Castro presented the case of Spain, a country which was able to transform its tourism industry to form 11.5% of the country’s GDP and generate over 13% of total employment, today.

In 2017, Spain welcomed over 82 million international tourists ranking it as the second most popular tourism destination in the world. This does not only have significant economic implications, but the sector has historically also contributed to the social progress, political stability and opening the minds of peoples.

He attested that similarly for Africa, tourism can have a transformative power on economic growth, sustainable development, job creation and social development. The continent has immense potential as it is rich in its natural resources, fauna & flora, landscapes, cultural heritage and most of all, its people.

He indicated that in order for a traveler to choose a destination over another, the country must offer an adequate environment and a unique product so as to compete in the market.

For African countries to achieve this, more needs to be done in order for the continent to fully harness its potential. They must invest in infrastructure, in transportation, and must create an enabling business climate that can attract investments and provide a safe and secure environment. Most of all, it is crucial to reflect and showcase a positive image of the continent, making the region an appealing destination for both the tourists and investors, stated Mr. Castro.

He also underlined the role of Spain in contributing to the development of the tourism sector in the region and attested that the efforts of the country can be mirrored through the work of institutions such as Casa Africa, FITUR as well as UNWTO. He also affirmed that Spain is already investing in Africa, with many companies currently present in the region. Mr. Castro concluded by reminding participants that tourism also has the ability to contribute to peace and stability in the region.

Mr. Zurab Pololikashvili, Secretary General of World Tourism Organization (UNWTO)

Upon addressing the audience of INVESTOUR for the first time, the newly appointed Secretary General of UNWTO Mr. Zurab Pololikashvili welcomed all Ministers, Ambassadors and delegations present at the forum, attesting that the high level of attendance is a testimony of the importance of the tourism sector in Africa as a driver for inclusive growth. He also thanked all the heads of the two co-organizers of INVESTOUR – Casa Africa and FITUR, as well as the Secretary of State of Foreign Affairs of Spain, Mr. Ildefonso Castro and the three official sponsors of INVESTOUR 2018 Horwath HTL, Quantum Solutions Emerging Markets and INFECAR respectively for their valuable contribution.

Mr. Pololikashvili mentioned that the latest figures of international arrivals in Africa grew by around 8%, marking a total of 62 million registered international arrivals for 2017. The strong result shows the potential of the tourism sector in the continent, and serves as evidence that today many African
countries are prioritizing tourism in their development agendas, improving the business climate for tourists and are encouraging investment in infrastructure and hospitality. He informed participants that his priority as Secretary General of UNWTO is to work closer with Member States to identify and discuss the priority areas of the organization for the furtherance of its mandate to promote sustainable tourism development in the Africa region.

Mr. Pololikashvili recalled that each edition of INVESTOUR has looked into key issues affecting the tourism sector in Africa and underlined the two highly relevant topics which are to be discussed during this edition of the forum, one being *Brand Africa: Fostering tourism development and investment opportunities* and the second *Biodiversity as a driver for sustainable tourism: The importance of effective community involvement*.

He stressed that even though tourism is one of Africa’s most promising sectors, its development is often affected by negative perceptions, these perceptions are not deserved and they lead to inaccurate and demeaning stereotypes that harm the continent’s tourism sector and its potential to provide economic development. He mentioned that UNWTO is currently working in collaboration with Casa Africa to tackle this issue.

> “Tourism can be a pillar of Africa’s structural transformation and socioeconomic reform. It contributes to economies, enriches societies and impacts lives.”

-Mr. Zurab Pololikashvili, UNWTO Secretary General

Regarding the second session on biodiversity, Mr. Pololikashvili highlighted that Africa is famous for its wildlife and that much of the income generated by tourism in Africa is linked to wildlife. However, to ensure the conservation of such rich biodiversity, poaching and the unsustainable use of wildlife must be put to an end. Achieving this requires strong will and cooperation of all stakeholders at local, national and international levels, including local communities.

Mr. Pololikashvili recalled that tourism can be a pillar of Africa’s structural transformation and socioeconomic reform and can be an essential tool for Africa to reach the Sustainable Development Goals and the objectives set in the Africa Union Agenda 2063. He highlighted the key measures that must be taken, which include ensuring innovative ways of financing, fostering the collaboration with the private sector along the value chain and support small and medium enterprises, and promoting the sustainable management of resources.

He highlighted that these factors can propel Africa towards a better future whilst creating more jobs and business opportunities’ especially for women and youths. Mr. Pololikashvili reassured the CAF Members that these will be the new focus areas behind the work of UNWTO in Africa and that the organization will work together hand in hand with its Member States for the furtherance of these goals.
He then referred to the closed Ministerial meeting that will take place following the round table sessions of INVESTOUR, encouraged the active participation and leaderships of Member States which will be of utmost importance to discuss issues and have their contributions and perspectives in order to tailor a common approach and programme of work that meets the needs of the African countries individually and collectively. The points discussed during the said meeting will be consolidated as the priority areas of work for the UNWTO Africa Programme and shared with all African Member States for their approval.
As it has been the tradition in the past editions, the host of the UNWTO Commission for Africa (CAF) is invited during the Opening ceremony of INVESTOUR to give a presentation to participants and to sign the agreement for the hosting of the event.

As Nigeria is the host of the upcoming 60th Commission Meeting for Africa, to be held in Abuja, from 4-6 June 2018, H.E. Mr. Lai Mohammed, Minister of Information, Culture and Tourism of Nigeria delegated Mrs. A.F. Wole-Fasanya Director of International Tourism Promotion & Cooperation to address the audience on his behalf as he was not able to attend INVESTOUR this year.

Mrs. Wole-Fasanya started by sending the goodwill of H.E.Lai Mohammed to the Ministers and delegates from all African Member States as well as other stakeholders. She expressed her gratitude for the opportunity granted by UNWTO to host the CAF Meeting, which is a clear demonstration of the confidence of all Member States in Nigeria. She also affirmed that the arrangements are in place and the Government is currently collaborating with relevant stakeholders to ensure the smooth hosting of the event. Mrs. Wole-Fasanya highlighted that the CAF Meeting will serve as a great opportunity to showcase Nigeria as a key destination for leisure and business, and home to cultural, traditional and natural diversity. She then concluded by inviting all delegates to attend the event and assured them of the warm reception and adequate security present in the country.

“H.E. the Minister and the entire people of our great country warmly invite all Member States to join the CAF meeting to be held in Nigeria, and a special welcome to Mr. Pololikashvili to his very first CAF meeting”, she said.

The intervention was followed by the signature of the CAF agreement between Mrs. A.F. Wole-Fasanya Director of International Tourism Promotion & Cooperation of the Federal Ministry of Information, culture and Tourism of Nigeria and Mr. Zurab Pololikashvili, UNWTO Secretary General.
The first round table session on brand Africa: Fostering tourism development and investment opportunities was dynamically moderated by Mr. Thebe Ikalafeng, Chairman of Brand Africa.

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

- H.E. Mr. Najib Balala, Cabinet Secretary, Ministry of Tourism, Kenya
- H.E. Mr. Siandou Fofana, Minister of Tourism, Côte d’Ivoire
- Mr. Adam Wu, Chief Operating Officer, China Business Network (CBN)
- Mr. Kwakye Donkor, Chief Executive Officer, Africa Tourism Partners
- Mr. Pascal Belda, Chief Executive Officer, eBiz Africa Review

The session was preceded by an introductory presentation to set the tone for the discussions on Brand Africa. The presentation, given by Ms. Elcia Grandcourt, Director of UNWTO Regional programme for Africa, emphasized the words of the UNWTO Secretary General regarding the stereotypes about the region which are instigated by negative perceptions that the world has of the continent. As such, these issues must be addressed by promoting proactive and positive images of the continent, providing accurate information on matters of interest, and issues arising, on the continent, ensuring exact geographical reference, concrete statistics relevant to issues.

Ms. Grandcourt stated that the topic of brand Africa echoes a series of requests from African Member states to address more in depth and develop mechanisms to support the shape of a regional branding in line with current economic and communications challenges. The presentation explored several strategies needed in order to dispel misperceptions affecting the image of the continent. These include:

- Need to have a more proactive leadership of the African narrative
- Need to remove perceived barriers to development throughout Africa – using tourism to drive this change

The presentation also highlighted the current activities of UNWTO in addressing the issue. For instance, in collaboration with Casa Africa, a publication on brand Africa is currently being drafted. Other activities of UNWTO include training of DMOs in African countries on branding and communication, as nations and as a collective region, and organizing an annual meeting of CEOs of National Tourism Boards from around the region to embed cooperative management of the African narrative.
Ms. Grandcourt concluded her presentation and introduced the moderator of the first round table session; Mr. Thebe Ikalafeng, founder of Brand Leadership, an award-winning brand advisory firm, also creator of Brand Africa 100: Africa’s Best Brands, the most referenced research and ranking of brands in Africa and public sector excellence, an initiative to research and recognize service excellence in the public sector. He has been named one of the 100 most influential Africans by New Magazine and worked with over 100 diverse brands across every region in Africa.

Mr. Ikalafeng started the session by welcoming the participants and introducing the subject. After having provided the audience with the background of each of the panelists, they were invited to join the stage.

Promoting Africa collectively first then

Individually

Africa’s negative image is one of the main challenges to enhancing tourism development and competitiveness in the global tourism. Today, the continent is victim to negative global stereotypes and perceptions and is challenged in counteracting these prolonged perceptions. These negative images have been reinforced by the western media which created a distorted image of Africa, agreed the panelists.

H.E. Mr. Hamat Bah, Minister of Tourism and Culture of Gambia disputed these claims. “We are not fair to the western media, the problem is not what BCC or CNN says, it’s what we do as Africans, we feel very inferior and we do not seem to recognize the importance and value of who we” He also gave the example of the popular television channels from Nigeria, South Africa and Kenya which are not recognized nor patronized enough by Africa.

H.E. Mr. Najib Balala, Cabinet Secretary for Tourism of Kenya stressed on the importance of rebranding the continent in order to be able to change those perceptions, and to first showcase Africa as a continent, by presenting its distinctive brands, and then as individual countries.

Today little is said about Africa’s technological innovations and wealth in the global media. The panelists brought to the table brands such Nollywood from Nigeria and the tech innovation of the Mpesa System in Kenya which must be celebrated and communicated to be visible to the world. In line with this, H.E. Mr. Lulama Smuts Ngonyama, Ambassador South Africa in Spain made an intervention by quoting an African proverb “Until the Lion learns how to write, every story will glorify the hunter”. He further defended his point by insisting that there are many strengths that can be identified about Africa however, the continent with its 54 countries is being attacked as one as it is seen as one. This negative image reinforced by the western media is also partially African countries own failure to deliver their own narrative to the world. Africa needs to take
ownership of its positive stories.

Another intervention was from the Minister of Economy and Employment of Cabo Verde, H.E. Mr. José da Silva Gonçalves, who argued that tourism should not be marketed as a package and called to fight against Africa being seen as one collective whole, alternatively, its diversity and plurality must be reinforced as each African country has the responsibility to promote the best that it has to get the message across.

In support to the point raised by H.E. Mr. Gonçalves, Minister Balala stated that this follows that it must be fully understood that African countries should not compete with each other but rather support each other. “Kenya is in the forefront in promoting Brand Africa, and to ensure that it’s not about Kenya only it’s about Africa first.” The case of the Mpsea system was highlighted, as Kenya set a world example with this payment system as an innovative nation. Today, the number of transactions going through Mpsea is greater than any other in the world put together and has become one of the most referenced ideas of social enterprise. Nevertheless, this historic invention is not propagated the way it should be propagated but rather the way the first world wants it to be portrayed.

Mr. Pascal Belda, CEO of eBiz Africa Review, supported these claims and advocated for the use of not only mainstream media which is currently losing power in terms of influence; but rather to invest in digital marketing and capitalize on alternative media – social media which is largely accessible by African youths and can be used extensively to advocate and convey a positive message to the world.

“Africa is a single but multifaceted destination, and that is the way it got to be presented” - Mr. Kwakye Donkor, CEO, Africa Tourism Partners

The path to regional cooperation: Facilitating travel across Africa

Changing the narrative of the African continent must be done by Africa instead of letting others reinforce the negative prejudices, emphasized Minister Balala. He also made mention to several measures taken by Kenya to foster regional integration and promote intra-African tourism: Kenya established the first railway line and is foreseen to be connected to Uganda and Rwanda.

Moreover, the countries of East Africa have relaxed their visa openness policies. As of January 2018, Kenya, Rwanda, Uganda and Tanzania adopted a uni-visa initiative allowing travelers to move freely across their borders by using a single visa. Furthermore, policies placed in Kenya allow people from Rwanda, Burundi, Tanzania, Uganda and South Sudan to buy land, invest, live and work in Kenya without a work permit, with a National Identification card only. These newly implemented policy measures underline the importance of ease of movements of tourists across regions, which also contribute to boosting investment opportunities, and reinforcing regional integration.

As underlined by the Minister of Tourism of Cote d’Ivoire, the same efforts were instituted by the Economic Community of West African States (ECOWAS) allowing its citizen and visitors to travel freely within the region without visas. The ECOWAS members states have also reaffirmed
their political to introduce a single currency by 2020. The measures taken by the East and West African community are measures which demonstrates and results from strong leadership and government will.

Dr. Liya Mutale, Permanent Secretary of the Ministry of tourism and Arts of Zambia, brought to the limelight the challenges encountered regarding movement in Africa from one country to another and the importance of travel facilitation and absence of air connectivity which are major obstacles to the development of intra-African Tourism. “How can we make it easier for an African to travel from South Africa to Malawi to Zambia without having to go through these vigorous immigration issues. I flew from Berlin to Madrid and I was not asked for my passport, if we want tourism in Africa to thrive and grow, we have to soften our rules, and open our borders” she said.

“Air connectivity plays a fundamental role in the expansion of tourism as well as trade, the presence of air transports connecting, first and foremost, African states to regional markets at affordable costs, can truly strengthen regional cooperation and promote intra-region as well as domestic tourism. Mr. Kwakye Donkor, CEO of African Tourism Partners outlined the model of Ghana, one of the pacesetters of low cost carriers in Africa. Today, it is possible to get a flight, every 35 minutes, to any major city in Ghana at competitive prices. South Africa and Kenya are also following the same path, and this model should be adopted by all African countries in order for tourism to grow.

From Crisis to recovery: the case of Côte d’Ivoire

The tourism industry is susceptible to crises which can disrupt and distort a destination’s image; these crises hinder tourism development, and threaten economic and social development. More so, negative perception of a destination is one of the main repercussions of crises, which ultimately deter people from visiting the said destination, lasting longer than the crisis itself. The actual crisis may be beyond the control of the country and may not be prevented. However, recognizing the crisis in a timely manner and implementing relevant coping strategies is essential to limit the impact of such crisis and manage the challenges adequately.

Côte d’Ivoire is a point in case, from which many lessons can be derived, a country that managed to build resilience and post-crisis management schemes to revive tourism. The country unshackled the negative image which overshadowed it following the decade-long political turmoil. Additionally, the recent attack on the prominent beach of Gran Bassam strained the destinations ability to attract international tourists. To this end, the Minister of Tourism of Côte d’Ivoire, H.E. Mr. Siandou Fofana, elaborated on the experience of his country, and emphasized the leading role played by National Tourism Boards in responding to crisis and the importance of implementing tailored crisis management strategies, and

“If we go intra-Africa travel, we might not need the rest of the world. “ -Mr. Kwakye Donkor, CEO, Africa Tourism Partners

“How can you want people to come to Africa when we ourselves prefer to spend our holidays in Europe? We have to promote and showcase our own country within interstate African tourism, we need to look inwards”

-H.E. Mr. Hamat Bah, Minister of Tourism and Culture of Gambia
designing marketing campaigns to communicate a common positive image.

“We are a nation that is proud of its history; we are the first producers of cocoa in the world. We have gone through a serious political-military crisis; we have been hit by a terrorist attack on one of the most important beaches in Bassam. We took the necessary measure to revive our image, in terms of competitiveness. The country has to use economic and social means to improve its image and competitiveness. We have managed to communicate that we are a hospitable and welcoming nation that is eager to show the world what it has, through our tribe chiefs and agencies responsible for promotion and marketing of the destination - this is why we have been able to recover " he affirmed, adding that the determining factors for his country during the crisis were to demonstrate to the world its ability to build resilience and crisis management, to recover from crisis and to adopt a harmonized and coordinated message.

The leading producer of cocoa subsequently managed to demonstrate solid performance and strong economic progress ultimately becoming one of Africa’s most dynamic economies. The country is today the third destination for business tourism in Africa following Nigeria and Morocco, and successfully hosted the African Union - European Union Summit which witnessed excellent attendance from African and European Heads of States.

The one-dimensional view of Africa and generalization fallacy

The negative image is further aggravated by the one-dimensional view of Africa, whereby an incident occurring in a specific location may be perceived internationally as much more widespread thereby affecting the image not just of that country, but sometimes of the whole of Africa. The Ebola outbreak of 2014 had a negative effect on tourism arrivals in most African destinations, even those nowhere near the location of outbreaks. Minister Najib Balala, indicated that Kenya, for instance, was amongst the many African countries negatively impacted by the outbreak, although the country is nearly 5000 km away from the areas which suffered from the spread of Ebola. The Ebola region was nearer to Europe and we still suffered in Kenya and South Africa said Minister Balala.

“We must give hope to African countries that it is possible to start again on the right foot when we fall. It’s not discouraging to fall, but we must ensure that once we fall we are able to start off again – to bounce back because the region has immense potential and we have something to show to the rest of the world.”

- H.E. Mr. Siandou Fofana, Minister of Tourism, Côte d’Ivoire

Safety and Security in Africa: The gap between the perceptions and reality

Security was amongst the most crucial elements discussed during the session, the issue was deliberated by both the panelists and the audience. It is no doubt that security is an
indispensable prerequisite for travel and tourism. Security related incidents such as political unrest, plague outbreaks, terrorism and protests all impact the tourism industry, the image of a destination, and travelers’ behavior.

Today, the continent is portrayed and perceived as destinations characterized by poor safety and insecurity. The damaging stereotypes are largely attributed to the misinformation depicted by the global media outlets which are entrenched in the minds of the audience. The representation of Africa in western media is unquestionably very negative, the security issues are commonly magnified, warning of safety risks are predominantly communicated and disproportionate reporting is fed to the world. The impact on a destination’s image is strongly manifested in Africa, and is deleterious to the country’s ability to attract tourists and its overall potential as a tourism region, furthermore, changing these negative perceptions involves a long process.

An intervention by the Minister of Tourism and Handicrafts of Niger, H.E. Mr. Ahmed Botto, explained the relevance of the issue to his country. One of the aspects that concern the leaders most and the sector in general is the generalized belief that it is dangerous to travel to Africa. The Minister dissented the unjust stereotypes and idea that are reinforced every time an attack occurs, even though there are no deaths recorded. According to him, the principal preoccupation in Niger that deters tourism development is the perceived lack of security as tourists are advised not to travel to the country due to the perceived security problem. This further undermines the efforts that is being made to enhance the country’s image and competitiveness. “When one attack occurs in an area in Niger, the media shows it as the whole of Niger is attacked and is thus unsafe. The Bataclan attack saw more deaths than in all the conflicts in Niger, and yet it is still considered more dangerous.”

Mr. Donkor also touched on the issue of terrorism. “An attack occurs in Las Vegas, hundreds are killed, he is depicted as a lone shooter and people still visit the country for tourism, however, one attack occurs anywhere in Africa, no one is injured and it’s automatically labeled as terrorism and the country is considered dangerous”.

He underlined that security must be put into perspective, which is a matter used as a narrative to kill the African brand, and that security is a global challenge, not limited to Africa only.

“We should start challenging ourselves as Africans, why is security a problem to Africa? Security is a problem of the world, whether in France, Spain, US or anywhere else. This is an issue that must be addressed, we should not apologize about security in Africa, as security is a global phenomenon.”

-Mr. Kwakye Donkor, CEO, Africa Tourism Partners

Owning the narrative: Shifting Africa’s global image

Despite the diversity and plurality present in Africa, the continent is depicted as one with a predominantly negative image. The discussions raised the importance of Africa shifting from that one view of the continent and to develop a brand for itself.

By 2030, the Minister of Côte d’Ivoire recalled that the Ivorian population will double and 70% will be below 35 years old. “This is a young population, if nothing is done and Africans do not take ownership
of Africa, this youth will migrate and we will not be able to hold it back. We are looking for ways to retain our children, and we try to highlight that Africa can give the rest of the world what the rest of the world does not have.” he stated.

From his side, Mr. Belda stressed the importance of adopting approaches that offer the opportunity to reflect the positive and credible stories of Africa. According to him, it is fundamental that the continent takes control of the communication by creating its own media channels, to obliterate and challenge the news dominating the western media. He called for the different countries to capitalize on the huge presence of youth population already engaged in modern media outlets such as twitter and Facebook to advocate the positives their continent can offer.

In support to what Mr. Belda said, Mr. Donkor explained that from policy perspective, the public sector must partner with the private sector to create media houses that showcase Africa through a different angle, change the narrative and challenge what foreign media is saying. He made a case in point, explaining that the continent doesn’t own any media with the same international outreach and influence as CNN, BCC or Al-Jazeera. The absence of media is a major challenge.

Mr. Donkor commended the African community for the pan African response witnessed in response to President Trump’s negative comments about Africa. Individual countries asserting individually and collectively to these remarks was a positive trend that should be adopted more frequently.

China is recognizing the tremendous potential of Africa in tourism development

China, the world’s top outbound tourist market, is the number one country investing in Africa, it’s investment in the region is versatile, and has played an essential role in boosting economic expansion and infrastructure development in the continent. However, these investments are primarily on infrastructure but China is slowly starting to invest in tourism related services such as airlines, indicating that China has recognized the tremendous potential of the tourism sector in the African continent, as noted by Mr. Adam Wu.

According to Mr. Wu, in order to foster investment opportunities and tourism development, African countries must relax their visa rules, increase direct flights between China and other African countries and advised African Ministers responsible for tourism to address a common message.

Chinese tourists visiting Africa are expanding every year, however these are not leisure tourism but rather corporate tourism insisted H.E. Mr. Hamat Bah, Minister of Tourism and Culture of Gambia, “China is looking for corporate tourism, China is not yet ready for leisure tourism in Africa – we are not ready for the Chinese market, we have to be prepared – language, food, culture” he added.

“Infrastructure, air connectivity and Visa openness are key factors for attracting more investments in Africa”
-Mr. Adam Wu, COO, China Business Network

Keys to success: Rebranding of Africa and fostering tourism development

To conclude the discussions, the panelists underlined the key pillars to successfully rebrand Africa and foster tourism development. From policy perspective, the Ministers of Tourism of Kenya and Côte d’Ivoire respectively stressed the issues of visa facilitation and free movement across
African countries and promoting intra-African travel. In the same vein, the role of the government in ensuring security and creating a positive and reassuring environment for its citizens, ensuring their freedom are being recognized and empowering the youths, are essential features for rebranding the region.

"We need to invest, as governments in safety and security, infrastructure and in marketing the positive achievements that we have done. “ summarized the Cabinet Secretary for Tourism of Kenya.

It is equally important to highlight what Africa can give to the world which the rest of the world does not have. Features such as biodiversity and other rich resources should be showcased to the world, emphasized the Minister of Côte d’Ivoire.

From the media perspective, Mr. Pascal Belda and Kwakye Donkor underlined the importance of partnerships with the private sector to establish African media outlets that give African countries the platform to deliberate on key issues and communicate the African narrative to the rest of the world.

It is unquestionable that destination marketing plays a pivotal role in influencing the leverage and competitiveness of a destination. However, Mr. Donkor argued that today, the budget deployed for marketing is close to zero. Many African states still do not recognize the importance of the tourism sector as a tool for economic growth and employment generation. It is therefore critical that the importance of tourism sector is communicated by the ministries responsible for tourism to their respective governments in order to secure an increase in the tourism marketing budget. “We have to start advocating with the finance ministers, educating them about what tourism is about, it is not about people travelling for fun, it’s about marketing the country” he said.

Referring to investment opportunities, Mr. Adam Wu reiterated that investment in Air connectivity, Visa facilitation and infrastructure are key factors that are indispensable for the development of the tourism sector in Africa.

“Building Brand Africa is not only building infrastructure, it’s also having the right policies & narrative. “ - Hon. Najib Balala, Cabinet Secretary for the Ministry of Tourism of Kenya
The Second Round Table session

The second round table, on biodiversity as a driver for sustainable tourism: the importance of effective community involvement was moderated by Dr. Marina Novelli, a professor of tourism and international development at the University of Brighton.

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

- H.E. Mrs. Arlette Soudan-Nonault, Minister of Tourism and Environment, Republic of Congo
- Dr. Liya N. Mutale, Permanent Secretary, Ministry of Tourism and Arts, Zambia
- Dr. Cosma Wilungula, Director General, Congolese Wildlife Authority, Democratic Republic of Congo
- Mrs. Leontine van Hooft, Co-founder/Inclusive Investment Strategist, Ubuntu Impact Investment
- Mr. Steven Johnson, Director and Conservation Tourism Specialist, Chemonics International
- Ms. Coralie Marti, Senior consultant, Horwath HTL.

For reasons beyond his control, H.E. Mr. Franck Mwe di Malila Apenela, Minister of tourism of the Democratic Republic of Congo was not able to participate but was represented by Dr. Cosma Wilungula, Director General of the Congolese Wildlife Authority.

The session was preceded by a presentation introducing Chimelong Biodiversity initiatives in Africa. The presentation was given by Mr. Jaime Mayaki, Deputy Director of UNWTO Regional Programme for Africa and Ms. Ruth Sobrino, Project Manager of Media Development Wildlife and Sustainable Tourism at UNWTO.

The presentation introduced the Chimelong initiatives implemented in Africa as well as its main areas of work which constitutes of capacity building and thematic research on sustainable tourism and advocacy on wildlife conservation.

Following the signature of the partnership agreement between UNWTO and the Guangzhou Chimelong Group on 19 May 2016, the UNWTO/Chimelong Initiative was established, focusing on joint projects and activities to support sustainable tourism and wildlife conservation. A series of training was then launched under the UNWTO/Chimelong Initiative focussing on Tourism and biodiversity involving five countries in West and Central Africa, including Gabon (Libreville): Niger-Benin (Park W Niger side): Guinea (Conakry): DR Congo (Kinshasa):

Additionally, a Media Awards on Wildlife Tourism, was launched during this platform. The initiative aims at sensitizing and enhancing the capacities of global media to report on wildlife protection as an essential component of tourism. The action has a particular focus on the African context due to its richness in wildlife and the strong potential that this offers to tourism development in the continent.

The Media Awards praises the work of media to increase awareness within the tourism community (governments, NTO/NTAs, civil society, international organizations and the academia) but it also highlights the role of journalism in advocating wildlife protection and the immense benefits that this topic brings.

The Master of Ceremony then introduced the moderator of the second round table session, Dr. Marina Novelli an expert in the field of international tourism policy, planning, development and management, who has also advised on numerous international cooperation and researches funded by International Development Organisations such as: World Bank, the European Union, UN (UNESCO, UNIDO, UNWTO), Commonwealth Secretariat, National Ministries and Tourism Boards, Regional Development Agencies and NGOs.
Dr. Novelli started the session by welcoming the participants and introducing the topic. After having provided the audience with the background of each of the panelists, they were invited to join the stage.

**Harmonizing sustainable tourism with the protection of biodiversity**

As expressed by the moderator, tourism and biodiversity in Africa go hand in hand, therefore identifying integrated approach to harmonize sustainable tourism with the protection of biodiversity, whilst involving all stakeholders and benefiting from tourism is crucial.

H.E. Mrs. Arlette Soudan-Nonault, Minister of Tourism and Environment of the Republic of Congo, presented the case of her country. A nation that is home to one of the richest forest ecosystems in the world with 69% of its territory covered by forests sheltering thousands of western lowland gorillas. Congo also harbors the second largest tropical rainforest along with its neighboring country, the Democratic Republic of Congo.

The Minister explained that as part of the country’s strategy and rebranding efforts, the Republic of Congo is positioning itself as a green destination – *Congo Green* – with biodiversity at the heart of its master plan. The country is currently very much involved in conservation efforts to protect these resources, adding that such efforts cannot be implemented without the engagement of all the necessary stakeholders especially the local community.

She added that many do not recognize the strong interlink and interdependence between ecotourism, environment and sustainability. One cannot mention ecotourism without taking into consideration the impact of the environment and its sustainability. This is especially apparent when dealing with the local community, who are now key actors in the conservation efforts of the Republic of Congo, but do not seem to make the connection between tourism and the environment. She called for necessary actions to be taken in order to sensitize the local communities and elaborate awareness campaigns, to guide and inform them on achieving long-term conservation of the high biodiversity present in the country.

**Engaging local communities in biodiversity conservation efforts**

Turning to Zambia’s experience, Dr. Liya N. Mutale, Permanent Secretary of the Ministry of Tourism and Arts, presented the experience of her country in identifying and implementing integrated approaches to harmonize sustainable tourism with the protection of biodiversity.
Dr. Mutale explained that biodiversity is an important aspect of the ecosystem which we cannot divorce from tourism and wildlife conservation. Today, Zambia has recognized the importance of working closely with the local community living alongside the wildlife and the areas that needs to be protected. There is great need to make them understand the importance of conservation and the benefits thereof. These efforts brought positive results which Zambia subsequently witnessed when it established policies which educated the local community of the benefits potentially generated from wildlife or natural resources as they tend to take care of them. This is why the aspect of the sensitization and education of the communities is very cardinal and must be further strengthened.

“Zambia has established a community resource board, a programme which allows for the government to work hand in hand with the local community in the co-management of wildlife and conservation, thus transferring the decision-making process and establishing a sense of ownership of these resources for the local community. The programme also includes the sharing of the revenue retained from the activities generated.”

- Dr. Liya N. Mutale, Permanent Secretary of the Ministry of Tourism and Art, Zambia

Transforming poachers into conservationists: Realizing the economic and social value of conservation

As for the experience of the Democratic Republic of Congo, Dr. Cosma Wilungula, Director General of the Congolese Wildlife Authority, explained that the history of biodiversity and conservation in his country started with the efforts and interests of scientists to study, protect and preserve the country’s rich ecosystem. This approach has recently been developed as interest to generate economic and social growth from the rich ecosystem and other biological diversity that the country harbors has increased. It then became essential to integrate development and conservation as it was necessary to bring out the economic and social value whilst capitalizing on its tourism potential, because biodiversity could no longer remain scientific.

Tourism on its own could not be a contributor to development for the local community, it was fundamental to make an extra effort to further develop and promote biodiversity. A point in case is the national park of Virunga, the first national park in Africa comprising of outstanding tropical rainforest, diverse representation of biodiversity and rich flora and fauna. This valuable asset plays today a considerable role in the country’s fights against poverty. In 2017, the Democratic Republic of Congo received 10,000 tourists only in this park, generating a total annual revenue of US$ 4 million, of which 30% is reserved to the local community.

The conservation efforts were initially undermined by the local community who in order to sustain their livelihoods relied on firewood for energy consumption, and on poaching for food and income. Thus, these illegal activities endangered the biodiversity and caused deforestation. Their crimes came as a result of the prevalent poverty in the country.

The government therefore adopted several measures to combat these crimes by developing alternatives for the local community. For instance, they addressed the power constraint by providing hydroelectric installations which provided
electricity and subsequently led to the creation of 13,000 jobs.

This way the local community adhered to the conservation efforts and became engaged and key actors in the protection of biodiversity and in their integration in tourism related activities. Furthermore, the local community now generates income through creation of handicrafts, acting as tour guides and providing other tourism related services.

**Monetarization of Biodiversity: Creating synergies between investors, local communities and governments**

Dr. Novelli highlighted the aspect of reconciling conservation and development. As different African countries try to push for development of infrastructure and increased investment in the continent, she underlined the urgency of being aware of the connection and potential conflict that might exist between different sectors and to be mindful of the consequences.

She also exposed the issue of the monetarization of biodiversity and translating the value of biodiversity in economic terms, and invited Mrs. Leontine van Hooft, Co-founder of Ubuntu Impact Investment, to present the perspective of impact investors.

Mrs. Van Hooft introduced the concept of impact investments to the audience, an investment that seeks to benefit the community and enhance social, economic and environmental impact whilst creating financial return. She explained that establishing a solid foundation for an investment that support conservation of biodiversity is based on a four phase model, which includes the four groups of stakeholders with which an impact investor should partner with to ensure the success of the project. This includes firstly working together with the government, whom are responsible for providing enterprises with a stable political environment. The second phase is to liaise with education centers, which are fundamental assets in sharing knowledge with investors. The third phase constitutes of the non-governmental organizations, as they regularly work closely with the local communities, and voice the needs of the vulnerable communities. The fourth phase includes working in partnership with the private sector, a segment which is specifically important in the development process. These are the four main groups of representatives that must be included in the implementation process of a project.

For Mr. Steven Johnson, conservation tourism Specialist, the role of the government to provide the enabling environment for the investment to be implemented easily and efficiently is of utmost importance. He also noted that, in his experience on different national parks projects in South Africa, the investment in road infrastructure, fencing and bringing in the wild animals has led to massive growth in the concerned area through the employment of people in the parks. Additionally, it brought in further development, in terms of access to water, electricity and infrastructure in the area, consequently, transferring it from a rural land to an area surrounded by a virtual city.

Additionally, it can be concluded that if the infrastructure exists, private sector will automatically come in and play their role of investing in various aspects. According to Mr. Johnson, integrating the rights of the local communities in the conservation and management efforts of the natural resources is pivotal to ensure inclusive and successful conservation efforts.
“It’s all contingent upon the cooperation and collaboration of the local communities, as most often this wildlife population exists within the areas where the communities live. Many of the laws brought in over the years, have taken away the rights of those communities to own, utilize and manage these resources. Therefore, having the ability to regain some of those rights make them the custodians and the de facto managers of those natural resources.”

- Mr. Steven Johnson, Director and Conservation Tourism Specialist, Chemonics International

Empowering the local community

The moderator examined the role of local communities beyond being considered as beneficiaries and invited panelists to reflect on how they could be empowered to be part of the conservation efforts. Furthermore, to ensure that they take part in all processes of tourism development, management, as well as to appreciate the positive or negative consequences thereof.

For the Minister of Tourism and Environment of the Republic of Congo, the political will to include and engage the community and most importantly, to train, raise awareness and educate them on protecting, preserving and managing the areas where they reside is crucial. As it is the government that facilitates accessibility to that area, it is also its role to maintain direct contact with these communities and provide them with alternative means of livelihoods. Especially as the community that usually lives around wildlife and rainforests rely heavily on poaching and cultivating activities. She presented several examples where the local communities surrounding the rainforests were trained on how to preserve the area in order to avoid deforestation. Another example was the Odzala Lodge whereby the local community is prioritized and favored in capacity building programs to train them to run the lodges.

As for Zambia, Dr. Mutale referred to the recently declared Sustainable Park of South Luangwa whereby the community played a leading role in conserving the biodiversity. In return, tour operators financed the establishment of capacity building programmes, extension of schools and provided safe water for the local community.

The importance of Biodiversity in socio-economic growth

Dr. Wilungula, raised a major challenge observed with regards to the economic value of biodiversity vis-à-vis the economic value of other natural resources in the continent.

He noted that, in some cases, the extraction of oil, mines and other resources which are considered pioneer economic activities and short-term revenue generator, may juxtapose with conservation of biodiversity and the ecosystem. These protected areas may also hold valuable sources of natural recourse. He emphasized on the importance of having the right policy framework in place that ensures the integration of biodiversity and conservation within the other activities. He also added that it is essential to understand the importance of biodiversity and its critical role in terms of growth and socio-economic development when well-managed.

To summarize the session, Dr. Novelli pointed out that biodiversity must also include the long coastline of the African continent, underwater and above-water wildlife and the small island states.
affected by climate change. She also stressed the importance of associating and evaluating the economic value of biodiversity for tourism and vice versa.

She noted that one cannot talk about developing business in Africa, without maintaining the reason the people come to these countries. The moment the investment and business environment is unscrupulous and unsustainable, business investments will not be upheld in the long-term.

Mr. Johnson intervened by reiterating the importance of working hand in hand with the communities and making them an integral part of tourism in order for the sector to thrive in the African continent.

He shared the experience of Namibia which is an example in this aspect, whereby the government took policy directive to delegate and devolve rights back to the community of the Caprivi Strip so that the latter can manage, use and benefit from the resources. The local community therefore developed a sense of ownership and became custodians of the land and wildlife. As a result, from one conservancy in 1989, Namibia grew to harbour 269 conservancies today.

Ms. Coralie Marti, Senior Consultant at Horwath HTL brought in the experience of the company, a leading consulting firm specialized in hotel, tourism and leisure and a gold sponsor of INVESTOUR.

As a consultancy firm, she explained that the company assists private and public stakeholders in the development of their touristic projects in Africa in order to create economic value of the natural resources and the biodiversity present in the region. She underlined the importance of developing tourism products and services that cater for the needs and demands of the consumers who are looking for an authentic immersive travel experience and in the meantime ensuring greater engagement of local community as major partners and beneficiaries.
Mr. Luis Padilla Macabeo, Co-founder of INVESTOUR and Deputy Regional Minister for External Affairs of the Government of the Canary Islands

Mr. Luis Padilla Macabeo, Co-founder of INVESTOUR, addressed the audience with the closing remarks of the forum. In his speech, he expressed his joy and honor to witness how the forum has evolved to achieve its objective of being a platform for enhancing sustainable tourism in Africa, a sector with immense potential in the continent. He reiterated that the essence of the forum is to work hand in hand with Africa, improve its capabilities, to establish marketing and promotion channels, to identify investment opportunities and to ultimately bring socio-economic transformation to the continent.

Mr. Macabeo also noted that there is still room for improvements and expansion in terms of logistics, organization as well as the themes debated. He recalled that the forum since its inception in 2009, has grown to become a key platform to showcase over 1,000 projects in the framework of INVESTOUR and that today more than 30 African countries are represented and over 40 countries are present, which signifies that this initiative has indeed been a success.

He then shared the case of the Canary Islands, an archipelago that succeeded in becoming a referenced destination in the world, which receives over 16 million tourists. In the same line, and in his capacity as Deputy Minister of the Canary Islands governments, he encouraged all African countries to learn from the experience of the Canary Islands and share the lessons-learnt on tourism development and diversification of economy.

He concluded by reminding the audience that in 2017, of the nineteen countries with the fastest economic growth worldwide seven were African countries, proving that there is great potential. However, key factors such as eliminating barriers to boost trade and tourism, rebranding the continent are instrumental elements for the furtherance of this economic growth.
The second session of INVESTOUR which constituted of the B2B Meetings was held following the round table sessions from 16:00 to 19:00 in Pavilion 9 Stand 9 D08, in FITUR’s B2B venue. Registration took place from 15:00 to 16:00. Participants collected the meetings agendas upon their registration.

This session serves as an ideal platform for African entities to present quality projects from different fields of the tourism value chain, such as: Infrastructures and construction, (renewable) Energies, Access to water, Waste management, Communication & technologies Leisure and well-being in order to increase their partnership opportunities with international investors.

This edition of INVESTOUR broke the record with the highest number of Business Meetings held which amounted to a total of 132 meetings between African project leaders and international investors. No-shows were also remarkably reduced.

Registration was opened on 1 November 2017, whereby participants were invited to submit their projects through the online platform of UNWTO or directly via email.

Participants were requested to give a detailed description of their project including the overall Budget, Action Plan, and its contribution to Sustainable development. Registrations for submitting the projects were closed on 25 December 2017, to allow time for the Consultant to proceed with the business to business matchmaking and refining of the meeting agendas.

The projects were then evaluated and consolidated in the catalogue of Projects of INVESTOUR 2018 which was later shared with several entities for distribution.

**PROJECTS RECEIVED**

A total of 74 projects were submitted of which 47 were selected from Algeria, Cameroon, Comoros, Côte d’Ivoire, Ghana, Democratic Republic of Congo, Republic of Guinea, Kenya, Mali, Morocco, Namibia, Niger, Rwanda, Somalia, Sudan and Zambia.

The remaining projects were rendered ineligible as they did not meet the prerequisites.

All projects submitted after the set deadlines were also excluded.

The projects received were an amalgamation of private and public sector initiatives directly promoted by the Ministries of Tourism of the
countries concerned. Background of the project leaders was as follows:

On the other hand, the projects presented came from different fields of the tourism value chain.

**Table 2**

<table>
<thead>
<tr>
<th>AFRICAN PROJECTS BY SECTOR</th>
<th>NUMBER</th>
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<tbody>
<tr>
<td>Official Bodies (Government, Ministry of Tourism)</td>
<td>21</td>
</tr>
<tr>
<td>National Tourism Boards</td>
<td>15</td>
</tr>
<tr>
<td>Tourism Investment Agency</td>
<td>5</td>
</tr>
<tr>
<td>Tourism/Travel Agency</td>
<td>1</td>
</tr>
<tr>
<td>Other – Private Company</td>
<td>5</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>47</strong></td>
</tr>
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The leading majority of projects submitted were related to infrastructure amounting to 53% of the total projects, followed by Hospitality services 31% (Hotels & Resorts) and Recreation facilities 11% (Amusement Parks, Convention Centers...etc.)

The bar graph below clearly illustrates this information:

The catalogue of projects received was distributed with the help of the partners of INVESTOUR to the different Spanish associations responsible for promoting Spanish Investments overseas, as well as Embassies based in Spain and other national and International investment agencies, non-profit organizations, consultancy firms, impact investments and entities from the Hospitality Investment Industry.

Participating investors included 22 firms in the tourism sector, specialized in development and implementation of projects, finance and investment facilitation from China, France, Netherlands, Portugal, Spain, United Kingdom and USA.
The participating international investors covered different areas of expertise. The leading majority of companies were consultancy firms (7), followed by 4 companies specialized in the implementation of infrastructure related projects, 3 Hotels, 3 companies focused in Finance and investment facilitation, 2 consultancy firms specialized in Transport and Aviation and 1 impact investment.

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<tr>
<th>COUNTRY</th>
<th>N. OF COMPANIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>1</td>
</tr>
<tr>
<td>France</td>
<td>2</td>
</tr>
<tr>
<td>Netherlands</td>
<td>2</td>
</tr>
<tr>
<td>Portugal</td>
<td>1</td>
</tr>
<tr>
<td>Spain</td>
<td>15</td>
</tr>
<tr>
<td>UK</td>
<td>1</td>
</tr>
<tr>
<td>USA</td>
<td>1</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>23</strong></td>
</tr>
</tbody>
</table>

Table 4 above illustrates that although the number of Spanish entities registered in the B2B Meetings exceeds the number of international investors, the international participation has increased from previous editions representing 36% of total participants. As mentioned in previous editions, these figures indicate that albeit the interest of international actors, more effort is needed to engage additional investors from the international arena.
GENERAL FIGURES

During the meetings, all confirmed project leaders were in attendance except for 2 no shows. In addition, all investors registered attended the event. We can thus say that no-shows were remarkably reduced during this edition, and a record number of 132 B2B meetings were held during this edition. The figures for no shows were remarkably reduced to 6% only as compared to 56% in 2016, and 75% in 2015.

The success of this session of INVESTOUR can be attributed to key measures taken prior to the event:

Preparation prior to INVESTOUR: The INVESTOUR workshop on financing in the tourism sector held in October 2017 served to assist participating Member States in better preparing their project proposals which they intended to present at INVESTOUR B2B Meetings Session. The positive outcomes were clearly seen in the quality of projects submitted for this edition.

Approval of Projects: all projects submitted were subject to the approval of the Ministries of Tourism of the concerned country.

Project monitoring: all projects submitted were closely evaluated to ensure that they meet the criteria, and included detailed description of the project.

Monitoring of participation: projects submitted by Official bodies who could not attend the event were requested to designate an official from their corresponding Embassy to represent.

Close contact with participants: All project leaders and international investors who confirmed their participation were reached by telephone few weeks before the day of the event to ensure their participation.

GRADE OF SATISFACTION

Positive views of the event were also reflected in the evaluation forms submitted by both international investors and African project leaders. An evaluation form was distributed amongst all African delegates and other participants after the event through an online platform.

The responses regarding the B2B meetings were very positive. Respondents highlighted the general improvements witnessed in every new edition of the event. Nearly 60% of respondents declared being very satisfied with the session whereas over 30% mentioned that they were satisfied. Therefore, it can be said that over 90% of the participants appreciated the B2B Session.
As illustrated in the graph above, participants were particularly satisfied with the following points: Registration process, documents received, online information and attention received.

Regarding the catering service, respondents had a favorable opinion for this edition. It is imperative to note that the catering service was enhanced this edition to include variety of sandwiches, coffee and pastries, in response to the negative feedback received in the previous edition.

In contrast, the only dissatisfaction underlined in the responses received was with regards to the sign posting and the venue of the session, as the venue was not very easy to locate due to the large size of the Fair.

It can be concluded that the B2B Meetings Session of INVEStOUR was very successful; nearly 100% of respondents appreciated the event favorably or very favorably. Looking at the overall scoring regarding the degree of satisfaction, all responses received were either very satisfied or satisfied.

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**GENERAL IMPRESSIONS FROM PARTICIPANTS**

“I am satisfied with the organization of the B2B Meetings. They are a starting point to know opportunities to invest and know the needs directly from the promoters”

“Great event, with a lot of knowledge shared with the audience and an opportunity to know directly from the market.”

“General improvement compared with other years”

“The experience was good. In the B2B sessions it would be good for both parties to be requested to indicate how many team members would be participating to manage having to crowd. Otherwise everything else was perfect! keep up the good work”
The evolution of the number of participants in INVESTOUR is recompiled in the table and graph below:

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<tr>
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</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>
<td>465</td>
</tr>
</tbody>
</table>

The ninth edition of the Forum held in 2018 recorded a total number of participants of 465. Except for a decrease in 2011 (200), the total number of participants to INVESTOUR continues to grow every year.

```
INVESTOUR PARTICIPANTS 2010 - 2018
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- **Number of organizations and companies in the B2B session**

In the table below, we can see the distribution of the number of organizations and companies who participated in the B2B meetings.

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<tr>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>African companies and organizations</td>
<td>64</td>
<td>35</td>
<td>50</td>
<td>90</td>
<td>74</td>
<td>26</td>
<td>43</td>
<td>27</td>
<td>28</td>
</tr>
<tr>
<td>Spain and others</td>
<td>34</td>
<td>12</td>
<td>34</td>
<td>42</td>
<td>40</td>
<td>14</td>
<td>14</td>
<td>18</td>
<td>23</td>
</tr>
<tr>
<td>Total</td>
<td>98</td>
<td>47</td>
<td>84</td>
<td>132</td>
<td>114</td>
<td>40</td>
<td>57</td>
<td>45</td>
<td>51</td>
</tr>
</tbody>
</table>

Regarding the table above, the results in regards to the number of projects should be read with caution. This year, similarly to the previous edition, the number of projects approved in the B2B meetings slightly decreased as the new approach aimed at selecting quality and well presented projects over the quantity of projects received.
SPECIAL THANKS

For the 9th edition of INVESTOUR, the forum received the support of several sponsors whose contribution helped with the realization of the event. Their kind support and generosity surely added to the success of the forum. The organizers of INVESTOUR would like to reiterate their appreciation and extend their warm thanks to the three sponsors of the 9th edition of INVESTOUR.

GOLD SPONSOR

Horwath HTL™

The world leading consulting firm specialized in hotel, tourism and leisure. It is the world's largest consulting organization specialized in the hospitality industry, with 45 offices in 39 countries.

SILVER SPONSORS

INFECAR, the Trade Fair Institution of the Canary Islands. The institution hosts the International Fair of the Atlantic and the Official fair trade of the Canary Islands.

Quantum Solutions emerging Markets specialized in the promotion, design, and execution of projects in the areas of infrastructure, capital goods, and services.
Special thanks is also accorded to all the partners who brought a very valuable contribution to the 9th edition of INVESTOUR:
1.1 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 18, 2018, from 9h00 to 19h00

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

Participants:
Total participants: 465 people
Participants in the B2B session: 45 organizations
Number of African countries in the Forum: 37
Number of non-African countries: 11
African Ministers: 19
Heads of African delegation: 35
Spanish Secretaries of State: 1

1.2 Steering Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luis Padrón</td>
<td>Director-General</td>
</tr>
<tr>
<td>Ana Cárdenes</td>
<td>Head of Economy and Enterprise</td>
</tr>
<tr>
<td>Ana Larrañaga</td>
<td>Director</td>
</tr>
<tr>
<td>Ana Mucientes</td>
<td>Coordinator</td>
</tr>
<tr>
<td>Silvia Bueno</td>
<td>Commercial Manager International Area</td>
</tr>
<tr>
<td>Zurab Pololikashvili</td>
<td>Secretary General</td>
</tr>
<tr>
<td>Elcia Grandcourt</td>
<td>Director, Regional Programme for Africa</td>
</tr>
<tr>
<td>Jaime Mayaki</td>
<td>Deputy-Director, Regional Programme for Africa</td>
</tr>
<tr>
<td>Isra Magdi</td>
<td>INVESTOUR Consultant</td>
</tr>
</tbody>
</table>
MINISTERS AND HEADS OF DELEGATIONS AT INVESTOUR 2018

1. H.E. Mrs. Maria Ângela Teixeira, Ministre of Hospitality and Tourism, Angola
2. Mr NEDRI Noureddine, Director General, National Agency of Tourism Development, Algeria
3. H.E. Mr. José da Silva Gonçalves, Minister of Economy and Employment, Cabo Verde
4. H.E. Mr. Bello Boubâ Maïgari, State Ministre for Tourism and Leisure, Cameroon
5. H.E. Mr. Loukmann SAID EL HADI, Advisor on Tourism to the Vice-President, Comoros
6. H.E. Mr. Siandou FOFAH, Minister of Tourism of Côte d’Ivoire
7. Dr. Cosma Wilungula Director General, Congolese Wildlife Authority, Democratic Republic of Congo
8. Mr. Hisham. El Demery, Chairman, Egyptian Tourism Authority, Egypt
9. H.E. Mr. Nega Tsegaye Tessema, Ambassador of Ethiopia to France
10. H.E. Mr. Fernandez Galilea Tomas Mecheba, State Minister in Charge of Tourism, Equatorial Guinea
11. H.E. Mr. Patrick Arthur Moukala, Ambassador of Gabon to Spain
12. H.E. Mr. Hamat Bah, Minister of Tourism and Culture, Gambia
13. Hon. Mrs Catherine Afeku, Minister of Tourism, Arts & Culture, Ghana
14. Hon. Najib Balala, Cabinet Secretary for the Ministry of Tourism of Kenya
15. H.E. Mr. Roland Ratsiraka, Minister of Tourism, Madagascar
16. Mrs. Fatoumata OUATTARA, Director General, National Tourism Office of Mali
17. H.E. Mr. Anil Kumarsingh Gayan, Minister of Tourism, Mauritius
18. Mrs. Lamia Boutaleb, Secretary of State for Tourism, Ministry of Tourism, Air transport, Handicrafts and Social Economy, Morocco
19. H.E. Mr. Jose Antonio Alberto Matsinha, Ambassador of Mozambique to Spain
20. Hon. Frieda Nangula ITHETE, Ambassador of Namibia to France and Spain
21. Hon. Ahmed Botto, Minister of Tourism and Handicrafts, Niger
22. Mrs. A.F. Wole-Fasanya, Director of International Tourism Promotion & Cooperation, Ministry of information, culture and tourism of Nigeria
23. Mrs. Barry, Consul, Embassy of the Republic of Guinea in Spain
24. H.E. Mrs. Arlette Soudan-Nonault, Minister of Tourism and leisure, Republic of Congo
25. Mrs. Mirian Solange Da Costa Barroso Daio, Director of Tourism, Ministry of Finance, Commerce and Blue Economy, Sao Tome and Principé
26. H.E. Jacque Kabale, Ambassador of Rwanda to France
27. H.E. Amb. Maurice Loustau-Lalanne, Minister for Tourism, Civil Aviation, Ports and Marine, Seychelles
28. Mr. Mouhamadou Bamba, Director General, Senegal Tourism Promotion Agency
29. H.E. Mr. Lulama Smuts NGONYAMA, Ambassador South Africa in Spain
30. H.E. Mohamed AbuZaid Mustafa, Minister of Tourism, Antiquities and Wildlife, Sudan
31. H.E. Mr Samwel William Shelukindo, Ambassador accredited to Spain, Tanzania
32. Mr. Wissem Hmaidi, Head of Department, Tunisian National Tourism Office, Tunisia
33. Hon. EPHRAIM KAMUNTU, Minister OF TOURISM, WILDLIFE AND ANTIQUITIES, Uganda
34. Hon. Charles Romel Banda, Minister of Tourism and Arts, Zambia
35. Hon. Mrs. Prisciah Mupfumira, Minister of Tourism, Hospitality Industry and Environment, Zimbabwe
## Programme

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00 – 10:00</td>
<td>Registration</td>
</tr>
<tr>
<td>10:00 – 10:15</td>
<td>Official photo</td>
</tr>
<tr>
<td>10:15 – 11:00</td>
<td>Official Opening Ceremony</td>
</tr>
<tr>
<td></td>
<td>- Welcome Remarks by Ms. Elcia Grandcourt, Director, UNWTO Regional Programme for Africa (Master of Ceremony)</td>
</tr>
<tr>
<td></td>
<td>- Mr. Eduardo López-Puertas, Director General, IFEMA</td>
</tr>
<tr>
<td></td>
<td>- Mr. Luis Padrón, Director General, Casa África</td>
</tr>
<tr>
<td></td>
<td>- H.E. Mr. Ildefonso Castro, Secretary of State of Foreign Affairs, Spain</td>
</tr>
<tr>
<td></td>
<td>- Mr. Zurab Pololikashvili, Secretary General, UNWTO</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00-11:15</td>
<td>Presentation by the host of the 61st UNWTO Commission for Africa (CAF) Nigeria – Signature of the agreement</td>
</tr>
</tbody>
</table>

### Round Table Sessions (11:15 – 13:45) North Convention and Congress Center, Room N106

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:15 – 12:20</td>
<td>Introductory Presentation on Brand Africa by UNWTO</td>
</tr>
</tbody>
</table>

**Session 1: Brand Africa: Fostering tourism development and investment opportunities**

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

**Moderator:** Mr. Thebe Ikalafeng, Chairman, Brand Africa

**Panelists:**
- Hon. Mr. Najib Balala, Cabinet Secretary, Ministry of Tourism, Kenya
- H.E. Mr. Siandou Fofana, Minister of Tourism, Côte d’Ivoire
- Mr. Adam Wu, Chief Operating Officer, China Business Network (CBN)
- Mr. Kwakye Donkor, Chief Executive Officer, Africa Tourism Partners
- Mr. Pascal Belda, Chief Executive Officer, eBiz Africa Review

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:20 – 13:30</td>
<td>Introductory Presentation on Chimelong Biodiversity Initiatives in Africa by UNWTO</td>
</tr>
</tbody>
</table>

**Session 2: Biodiversity as a driver for sustainable tourism: The importance of effective community involvement**
The African region is vastly rich in biodiversity; the continent hosts wildlife reserves and animal sanctuaries, making it a key tourism product in the region. Today, Wildlife watching represents 80% of the total annual trip sales to Africa. To obtain long-term conservation of the high biodiversity within Africa, it is essential to combat unsustainable activities threatening wildlife. This cannot be tackled by governments only; it requires the strong will and commitment of all stakeholders working together at national and international level. The involvement of local communities is of utmost importance and must be taken into consideration in order to succeed in the conservation of the vast biodiversity of the continent. This session will highlight the economic benefits biodiversity has on the tourism sector in the region and will give an insight into the means of enhancing its benefits for the people while triggering local communities' involvement.

**Moderator:** Dr. Marina Novelli, Professor of Tourism and International Development, University of Brighton

**Panelists**

- H.E. Mrs. Arlette Soudan-Nonault, Minister of Tourism and Leisure, Republic of Congo
- Mrs. Dr. Liya N. Mutale, Permanent Secretary, Ministry of Tourism and Arts, Zambia
- Dr. Cosma Wilungula, Director General, Congolese Wildlife Authority, Democratic Republic of Congo
- Mrs. Leontine van Hooft, Co-founder and Inclusive Investment Strategist, Ubuntu Impact Investment
- Mr. Steven Johnson, Director and Conservation Tourism Specialist, Chemonics International
- Ms. Coralie Marti, Senior Consultant, Horwath HTL.

**13:30 – 13:45**

Closing remarks by Mr. Luis Padilla Macabeo, Co-founder of INVESTOUR and Deputy Regional Minister for External Affairs of the Government of the Canary Islands

**14:00 – 15:30**

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

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

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

**15:00 – 16:00**

Registration

**16:00 – 19:00**

B2B Meetings (Business to Business) *

* Each participant will be provided with a previously arranged agenda of appointments on the basis of the information provided in the online registration platform. All participants must have their own necessary logistic material in order to guarantee a successful meeting (Laptop, leaflets, catalogs, etc....) N.B. Participants are informed that there will be no technical assistance available such as computers with printers, photocopier, fax, scanner, WIFI internet, nor translation services.
PROFILE OF PANELISTS

SESSION 1: BRAND AFRICA: FOSTERING TOURISM DEVELOPMENT AND INVESTMENT OPPORTUNITIES

**MODERATOR:** MR. THEBE IKALAFENG, CHAIRMAN, BRAND AFRICA

Named as one of the 100 Most Influential Africans by New African Magazine and worked with over 100 diverse brands across every region in Africa. Mr. Ikafeng is the founder of Brand Leadership, an award-winning brand advisory firm. He is the deputy chairman of South African Tourism and non-executive director of Mercantile Bank Holdings and World Wide Fund for Nature (WWF). Mr. Ikafeng writes, speaks and counsels leaders and organizations globally on branding and reputation management and related matters across Africa.

**PANELIST:** HON. MR. NAJIB BALALA, CABINET SECRETARY, MINISTRY OF TOURISM, KENYA

Having served as a Minister in five other Cabinets in the last 15 years. Mr. Balala is a former Member of Parliament and Mayor of Mombasa. 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 prudently and sustainably managed.

**PANELIST:** H.E. MR. SIANDOU FOFANA, MINISTER OF TOURISM, CÔTE D’IVOIRE

Having served many years as the head of several organizations and professional associations, Mr. Fofana acquired broad experience in the areas of infrastructure development and financing. General Manager of the Road Maintenance Fund (FER), He also served as the financial advisor of the Airport, Aeronautical and Meteorological Operation and Development Company SODEXAM and is currently the first Vice-President of the African Road Maintenance Funds Association (ARMFA). He aims to make the tourism and hotel sector, the third economic pole of Côte d’Ivoire.

**PANELIST:** MR. ADAM WU, CHIEF OPERATING OFFICER, CHINA BUSINESS NETWORK (CBN)

COO of China Business Network, a consortium of organizations specialized in business consultancy and facilitating services for Chinese and foreign authorities, commercial companies, developers as well as private investors, with a slogan “Bring the world to China and Take Chinese to the world”, which summarizes the activities of CBN, focusing on outward investment and outbound travel from China. Dr. Wu have been instrumental in leading CBN to support many Chinese official delegations, investors and business groups going overseas to explore investment opportunities

**PANELIST:** MR. KWAKYE DONKOR, CHIEF EXECUTIVE OFFICER, AFRICA TOURISM PARTNERS

CEO of Africa Tourism Partners, an organization which aims at achieving impactful and lasting business outcomes for the African tourism sector through sales, marketing, business development, training and collaboration with global networks and partners. Mr. Donkor also lectures and speaks at global conferences, seminars and workshops and is the publisher of the annual South Africa Golf & Leisure Vacation Coffee table book. He served as Marketing & Communications Director of RETOSA and SADC.
PANELIST: MR. PASCAL BELDA, CHIEF EXECUTIVE OFFICER, EBIZ AFRICA REVIEW

Founder & President of World Investment News, which has the mission to connect Business People and CEO of eBiz Africa Review, First Magazine dedicated to Africa in Spanish. Mr. Belda has over 25 years of experience in worldwide markets, having worked and done business in more than 75 countries, Mr. Belda is experienced in publishing, advertising, business intelligence and international networking. He had also partnered with leading titles such as Forbes, IHT, US News, HBR, Le Figaro, L’Express and ABC.

SESSION 2: BIODIVERSITY AS A DRIVER FOR SUSTAINABLE TOURISM: THE IMPORTANCE OF EFFECTIVE COMMUNITY INVOLVEMENT

MODERATOR: DR. MARINA NOVELLI, PROFESSOR OF TOURISM AND INTERNATIONAL DEVELOPMENT, UNIVERSITY OF BRIGHTON

A geographer with a background in economics, Dr. Novelli is known as an expert in the field of international tourism policy, planning, development and management. She has advised on numerous international cooperation and researches funded by International Development Organisations such as: World Bank, the European Union, UN (UNESCO, UNIDO, UNWTO), Commonwealth Secretariat, National Ministries and Tourism Boards, Regional Development Agencies and NGOs. She has written and advised extensively on a number of tourism and hospitality-related aspects in Africa, Europe and Asia.

PANELIST: H.E. MRS. ARLETTE SOUDAN-NONAULT, MINISTER OF TOURISM AND LEISURE, REPUBLIC OF CONGO

A graduate of Journalism, Mrs. Soudan-Nonault presented the news for Radio Congo and produced a series of radio programs before joining the government as a chief officer. A member of the political bureau of the Congolese Party of Labour, she is the Founder and Director of the Institute Saint-François d’Assise of Makabandiloul, one of the most prestigious schools of excellence in Congo. Thanks to this initiative, she was awarded with the Congolese National Order of Merit by the Head of State.

PANELIST: DR. LIYA N. MUTALE, PERMANENT SECRETARY, MINISTRY OF TOURISM AND ARTS, ZAMBIA

Appointed as Permanent Secretary in the Ministry of Tourism and Arts early 2017, Dr. Mutale is a passionate leader and a qualified Medical Doctor with specializations in Human Medicine and International Health, She is also a Strategist and Policy Analyst with over 15 years of experience in development of innovative strategies that cause radical change and transformation of organizations or people. Dr. Mutale is an accomplished author of 5 published books and 2 books for educational material for schools.
PANELIST: DR. COSMA WILUNGULA, DIRECTOR GENERAL, CONGOLESE WILDLIFE AUTHORITY, DEMOCRATIC REPUBLIC OF CONGO

Director General of the Congolese wildlife authority, a semi-government authority in charge of the management of all national parks and protected areas in DRC, and responsible for employing rangers to protect, conserve and manage the country’s national parks, reserves and other sites of conservation. Dr. Wilungula is also a professor at the University of Kinshasa and was previously the President of the Board of Directors of the Ashanti gold corporation, one of country’s biggest mining companies and suppliers of pure gold.

PANELIST: MR. STEVEN JOHNSON, DIRECTOR AND CONSERVATION TOURISM SPECIALIST, CHEMONICS INTERNATIONAL

A career conservation and development specialist from Southern Africa with over 40 years of experience focusing on community-based natural resources management, livelihoods improvement, and community tourism. Regarded as a Regional Tourism consultant, he oversaw tourism operations, co-developed Tourism Development Master plans and headed regional tourism organizations in South Africa. Mr. Johnson recently served as chief of party for the USAID Southern Africa Regional Environment Program, where he placed an emphasis on enhancing community livelihoods in the face of climate change.

PANELIST: MS. CORALIE MARTI, SENIOR CONSULTANT, HORWARTH HTL

A senior consultant at Horwath HTL, Ms. Marti is specialized in Destination development strategies, project development assistance for culture and heritage sites, interpretative centers, mix-use leisure facilities, natural/animal parks and improvement of legal and institutional framework for tourism. She also has significant international experience in the creation of observation and monitoring systems for the Inter-American Development Bank, World Bank and the Mexican Ministry of Tourism and the design and facilitation of tailor-made workshops and training courses for government officials and stakeholders.

PANELIST: MRS. LEONTINE VAN HOOFT, CO-FOUNDER AND INCLUSIVE INVESTMENT STRATEGIST, UBUNTU IMPACT INVESTMENT

A corporate anthropologist, author, motivational speaker and inclusive entrepreneur, Mrs. Van Hooft has a strategic approach to investments and finds profitable ways to create added value on economic, social and ecological returns. Owner of GreenDreamCompany and Co-Founder of Ubuntu Investments, which work on the development of creative leisure, hospitality and tourism industry, in upcoming markets. Mrs. Van Hooft is also author of books on Ubuntu, African leadership and inclusive businesses and is a member of the Advisory Board of NABC (Netherlands-African Business Council).
MEDIA COVERAGE
Hurting, disturbing, outrageous and racist, these are just few words describing reactions that unleashed weeks ago following the comments made by the President Donald Trump. He used the word "shithole" - referring to Haiti, El Salvador and African countries, and opened wave of protests. It is not the first time that this president makes offensive statements, but this time the affront has stung enough that the United Nations has contested. The last response was not another criticism but rather actions: 29 African tourism ministers and Heads of delegations met in Madrid to promote the African Brand, a seal of quality, excellence and exclusivity that highlights the immense heritage of the continent and shows how far it is from being shit.

The leaders have met in Madrid with the aim of showcasing the wonders of the countries they represent in the 38th edition of the International Tourism Fair (FITUR) and, more specifically, a common message has been communicated in the ninth edition of INVESTOUR, the Tourism investment and Business forum for Africa, which has attracted some 400 people. The event discussed the challenges facing their countries, debated how to strengthen the sector and how these challenges and strengths contribute to its economic and social development.

Changing the perception of Africa by freeing it from prejudice is nothing new, and this is slowly changing. In 2017, Africa was the continent where tourism grew the most - 8% increase with more than 62 million arrivals, as detailed by the Secretary General of the World Tourism Organization (UNWTO) Zurab Pololikashvili. There are 62 million people who already look beyond the usual topics: war, hunger and poverty."

Brand Africa comes from those who believe that this land is much more and beyond what is usually portrayed” stated Luis Padrón, Director General of Casa África during the opening ceremony. Those are Africans that are aware that the brand of a destination can help, and boost the development of the tourism sector, and they also know that both the continent as a whole and its individual countries are viewed with too much prejudice. But the message has been unanimous and the words of Najib Balala, Cabubet Secretary of the Ministry of Tourism of Kenya, have won applause: Africa must contribute to the rest of the world what the rest of the world does not have, and should be seen as a continent that gives not one that
receives. "Africa is a reserve for large forests and immense biodiversity, therefore, Africa can contribute a lot, and that has to be communicated," said Balala.

The continent has hundreds of unique ecosystems that must be protected and, at the same time, can be used to promote tourism. Because tourists bring money, and if money circulates, companies can be opened, infrastructure created, commercial transactions increased and, ultimately, the lives of citizens can be improved. Africa cannot forget that it is the most underprivileged continent in the world, with 18 of its countries at the bottom of the Human Development Index, and that is why it is very important to learn to use tourism to reduce poverty. African biodiversity is an added value to its tourism offer. Today, Wildlife watching represents 80% of the total annual trip sales to Africa.

Countries such as Botswana have managed to increase the number of elephants in their lands despite the fact that the global figure dropped. However, others like Tanzania or South Africa are facing less success with poaching. With that in mind, INVESTOUR stressed the importance of obtaining long-term conservation of the high biodiversity within Africa.

**Giving security to tourists, the biggest challenge**

One of the aspects that concerns the leaders most and the sector in general is the generalized belief that it is dangerous to travel to Africa. This idea is reinforced every time an attack occurs, even though there are no deaths later. The Minister of Tourism of Niger, M. Ahmed Boto, has protested these stereotypes, which he considers as "unjust" that, when an attack occurs in his country, the message is that there is a security problem even though there are no victims, while in Europe or the United States is not like that. "the Bataclan attack saw more deaths than in all the conflicts in Niger, Americans can go armed and any day one gets up and kill people, but everyone goes sightseeing there, however, Niger, which is a country with fewer attacks, is considered dangerous."

Hon. Siandou Fofana, Minister of Tourism of Cote d’Ivoire, has set an example of his country when it comes to managing and recovering from a serious crisis, in reference to its already ended civil war and the attack of March 2016, on the popular coast of Grand Bassam. "We have had to use economic and social means to improve our image and we have managed to communicate that we are a hospitable and welcoming country, which is why we have managed to recover and that is why we have been able to host one of the summits between the EU and the African Union for the first time" he recalled.

**A matter of image**

It is not so much about improving the African tourist offer, but about selling it better. Marketing and image -as in the Ivorian case- are fundamental and, in this sense, the persistently negative image of the continent that occurs in the Western media, which only speak of Africa when something bad is happening, has been criticized. The Kenyan Cabinet Secreta gave the example of his country with regards to the recent elections in Kenya and how the country showed resilience and adherence to the rule of law. However, for his Gambian counterpart, "The problem is not what the BBC, CNN or Al-Jazeera says, but what Africans do, the problem is that Africa feels inferior and we do not recognize the importance we have or the value of what we are. South Africa or Nigeria have popular media industry, but we do not want to take advantage of them, I've been in a hotel in Ghana and there was not a single African channel on TV, and then we sit here complaining that African countries are not known."

“Africa must contribute what the rest of the world does not have, it must be seen as a continent that gives,
“not one that receives” said the Cabinet Secretary of Tourism of Kenya. He also recalled that Africa has a young population with high optimism, creativity and an entrepreneurial spirit, with growing access to technology, a great job can be done to improve that image. African leaders have agreed that the proper use of social networks can help more than traditional media to give a more positive image of their countries. Thebe Ikalafeng, Chairman of Brand Africa, has called attention to the scarce budget that is usually allocated to marketing. "Here at FITUR we have seen that many professionals cannot come because the money allocated to promotion is nonexistent."

The forum concluded that the tourism sector has an immense potential for development and that is why improving infrastructure within Africa, eliminating visas for African countries, incorporating a single currency for the entire continent, and creating a favorable business climate, among other proposals are imperative actions. Above all, making Africa an attractive destination for both travelers and companies.

https://elpais.com/elpais/2018/01/18/planeta_futuro/1516268065_070709.html (Original version in Spanish)
AFRICA CHALLENGES TRUMP’S "SHITHOLE COUNTRIES" REMARK
21 January 2018

❖ African Tourism Ministers meet in Fitur 2018 to attend Investour, a forum that seeks to promote tourism and investment in the continent.
❖ The Leaders see in Trump's words a reflection of his ignorance and lack of education.

If you ever want to leave your perfect country, we would like to invite you to the shithole of Namibia, one of the best shithole countries" says a video made by a tourism company in Namibia, Trump referred to Haiti, El Salvador and Several states in Africa as "shithole countries" and in Namibia, the term has been used to launch a campaign. The words of the president of the United States have been described around the world as racist, offensive, worrisome and hurtful.

Africa has reacted with indignation, with sadness, but also with humor, with pride and action. "Trump's words are a shame, but we have to take advantage of them to fight against prejudice, to start packaging all the good things that are happening in Africa and to share them with the world," says Najib Balala, the Cabinet Secretary of the Ministry of Tourism from Kenya. This Thursday, 29 African Tourism Ministers met in FITUR, in a forum organized by the World Tourism Organization, FITUR and Casa África, dedicated to investments and tourism in Africa. Balala is not the only one who wants to fight against those prejudices that surround the continent and that foment speeches like Trump's.

All have met in Madrid to promote the Africa Brand, to discuss how to overcome stereotypes, how to show the world the diversity and wealth of their continent. In this, the medias play an important role. "The media that report on what happens in Africa do so from their perspective, but not from ours, we have to tell it, not them," says Thebe Ikalafeng, the Chairman of Brand Africa. They complain that the Western media only mentions Africa when something negative happens and, thus, positive things are sunk under stereotypes. "People know that we have beautiful landscapes, flora, fauna and minerals, but they do not know Africans, they do not know their optimism, their entrepreneurial spirit, the creativity and innovation that comes out of Africa.

In contrast, for the Gambian minister, the problem is not in the Western media, but in the attitude of the Africans: "The problem is that we Africans feel inferior and do not recognize the importance and the value we have. Nigeria has one of the best media industries, but we did not use it, I was in a hotel in Ghana and there was not a single Nigerian channel on television."

The challenges

Tourism in Africa is growing, in 2017 by 8%, with more than 62 million arrivals, but the sector faces challenges and they are aware. One of those challenges is security or, rather, the widespread belief in insecurity in Africa. "Yes, we have security problems, but it is a global problem, not only in Africa, but in every country in the world, it happens in the United States, it kills more than 50 people in Las Vegas, and it is referred to as shooting, it happens in Africa and it's called terrorism," says Balala.

Another of the challenges, and of the topics discussed during the ninth edition of Investour, is the preservation of biodiversity in Africa, one of the main tourist attractions of the continent and, consequently, a source of resources and employment for local communities. According to UNWTO, 80% of people traveling to Africa do so to observe animals. This biodiversity is continually threatened by overexploitation of resources, pollution,
hunting or climate change, and tourism has a lot to do with it. Therefore, INVESTOUR discussed the works that needs to be done for the conservation and protection of the environment, and promotion of sustainable tourism.

To overcome these challenges, education is essential in order to combat stereotypes. "Education is necessary both within and outside of Africa," explains the Minister of Tourism of Cameroon, "we have to understand each other and then fight against the problems together." These leaders and businessmen see in Trump's words a reflection of their ignorance and lack of education. "I would have to come to Africa and meet the Africans in order to speak properly," concluded the Chairman of Brand Africa.

http://cadenaser.com/ser/2018/01/19/internacional/1516380234_875132.html (Original version in Spanish)
Nearly 30 African Tourism ministers convened at INVESTOUR to debate and exchange experiences on the development of the sector in the continent. This unique Tourism Investment and Business Forum for Africa is jointly organized by the World Tourism Organization (UNWTO), Casa Africa and FITUR. Two round tables and a business-to-business component integrates the 9th edition of INVESTOUR that took place in the framework of FITUR, the Tourism Fair in Madrid. The first session, moderated by Thebe Ikalafeng, Chairman at Brand Africa, addressed branding strategies to position the African continent in the travel market.

“International tourist arrivals in Africa grew by around 8% for the second consecutive year with 62 million arrivals registered for 2017. These strong results that show the potential of tourism in Africa but also the prioritization of the sector in the development agenda in the continent,” said UNWTO Secretary General Zurab Pololikashvili.

“INVESTOUR has become a consolidated platform for sharing ideas and projects around the tourism sector in Africa. We started as a small summit and nine years later, nearly 30 African tourism ministers convene here to position the African continent, a topic that will occupy the debates in this year’s edition,” explained Luis Padrón, Director General of Casa Africa.

The second panel evaluated the added value of African biodiversity as a strong component of the tourism sector in the continent. Wildlife, reserves and geographic treasures make Africa unique with regard to its tourism offer. According to UNWTO research, wildlife watching travel represents 80% of the total annual tourist arrivals to Africa. However, it is mandatory to continue working on conservation and protection measures and to engage stakeholders of different nature such as governments, local communities, private sector recipients and the media.

Within that round table, the UNWTO/Chimelong Programme on Wildlife Conservation and Tourism was presented. The initiative, jointly implemented by UNWTO and the Chimelong Group, based in Guandong
(China), aims at contributing to the Sustainable Development Goals and the 2030 Agenda through sustainable tourism and particularly wildlife conservation. The initiative comprises capacity building, advocacy and knowledge sharing methodologies and addresses multiple stakeholders such as governments, civil society and the media.

In the afternoon, tourism stakeholders gathered to discuss business opportunities in the continent. 15 inspiring projects were shared with the aim to build partnerships around tourism development in African nations.


LET'S SHOWCASE THE POSITIVES OF AFRICA- ZURAB POLOLIKASHVILI

January 28, 2018

The Secretary-General of the United Nations World Tourism Organization (UNWTO) Amb. Zurab Pololikashvili has admonished the world and African tourism leaders to showcase the brighter and positive side of Africa.

Mr Pololikashvili said this when he was addressing ministers, participants and the media at this year’s Investour conference on the sidelines of the FITUR International Tourism Fair. He said, “We need to show the world the good news coming out of Africa, if we do so it will create business opportunities.” He urged stakeholders of the tourism sector across the world to work together to highlight the positives that Africa has to offer. He added that, the continent has huge potential and UNWTO will help to bring tourism development closer to the people.

The 9th Investour was held during FITUR and recorded the highest number of Tourism ministers at the event. It was Amb Zurab Polokashvili first Investour since assuming office this January.
The United Nations World Tourism Organization (UNWTO) is considering holding a second Investour conference in Africa. This was disclosed by the new Secretary General of the UN Tourism Body Amb. Zurab Pololikashvili during his opening remarks at the recently held 9th Investour conference at this year’s FITUR International Tourism Fair, Madrid, Spain.

Addressing a packed room of ministers, policy makers, stakeholders and the media, Mr Pololikashvili said, Kenya’s Cabinet Secretary of Tourism and the current chairman of the UNWTO Commission of Africa (CAF) had suggested the idea of a second Investour to be held in Africa and he agrees to the idea. Even though he fell short of giving dates for this event, he thought that was a brilliant idea worthy of consideration and he also reiterated his willingness to work more closer with Africa.

Took place in the framework of FITUR, and jointly organized by the World Tourism Organization (UNWTO), FITUR and Casa Africa, the 9th edition of the Tourism Investment and Business Forum for Africa (INVESTOUR) was successfully held on 18 January 2018. This year, the Forum received over 400 participants from more than 40 countries of Africa and the world, including 28 African Ministers of Tourism and Heads of Delegation, as well as participants from China, France, Germany, Portugal, Spain, Netherlands, United Kingdom and USA among other countries.

Ms. Elcia Grandcourt, Director of UNWTO Regional Programme for Africa (Master of Ceremony); Mr. Clemente González, Director General of IFEMA; Mr. Luis Padrón, Director General of Casa África; Mr. Ildefonso Castro, Secretary of State of Foreign Affairs in Spain and Mr. Zurab Pololikashvili, Secretary General of UNWTO took part in the official opening ceremony and made welcome speeches.

http://www.china-invests.net/20180123/46320.aspx
Horwath HTL were delighted to sponsor the 9th edition of the Tourism Investment and Business Forum for Africa (INVESTOUR), organized jointly by the UNWTO, FITUR and Casa Africa on 18 January 2018 at the International Travel Trade Fair (FITUR), in Madrid, Spain.

The event was organized in two sessions: The first one devoted to round tables session and the second session consists of business-to-business (B2B) meetings. The Forum’s main objective is to promote sustainable tourism as an economic and social development tool for Africa, while encouraging exchanges on investment and business opportunities in the region.


INTERNATIONAL TOURISM FAIR OF MADRID (FITUR 2018):
COTE D’IVOIRE IS SOLD IN SPAIN

22 January 2018

Organized annually as part of FITUR, the Tourism investment and Business Forum for Africa (Investour) is an event for the promotion of sustainable tourism in Africa. The 2018 edition was held Thursday 18 January 2018 in Madrid, Spain. Investour is a platform for meetings and dialogue between African tourism representatives, investors and international partners.

The objective is to offer new business opportunities and cooperation for the development of tourism on the continent, through meetings between companies and professionals in the sector.

Côte d’Ivoire was very well represented at this forum by Minister Siandou Fofana, accompanied by the Director General of Côte d’Ivoire Tourism, the National Tourist Office. For reference, in 2017, Investour hosted more than 80 meetings between 45 African and international organizations with the participation of more than 400 delegates.

Two round tables and a business-to-business component were integrated in the ninth edition of INVESTOUR that took place within the framework of FITUR. The first session, moderated by Thebe Ikalafeng, chairman of Brand Africa, addressed branding strategies to position the African continent in the travel market. The second panel evaluated the added value of African biodiversity as a strong component of its tourism sector.

According to World Tourism Organization (UNWTO) research, wildlife watching travel represents 80 percent of the total annual tourist arrivals to Africa but the contribution of more diverse stakeholders is required.

The UNWTO/Chimelong Programme on Wildlife Conservation and Tourism was also presented. Jointly implemented by UNWTO and the China-based Chimelong Group it aims at contributing to the sustainable development goals and the 2030 agenda through sustainable tourism and particularly wildlife conservation.

https://traveltradedaily.com/africa-indian-ocean-news/item/3504-investour-focus-on-brand-africa-and-biodiversity

The Ninth Forum of Investour, held within the framework of Fitur, focused on Brand Africa and biodiversity.

The Tourism investment and Business Forum for Africa, which brings together African Ministers, is jointly organized by the World Tourism Organization (UNWTO), Casa África and Fitur. The situation of Brand Africa has centered the debate. The first session, was moderated by the Chairman of Brand Africa, Thebe Ikalafeng, addressed the different brand strategies needed to position the African continent in the tourism market.

The Director General of Casa África, Luis Padrón, has pointed out that this event arises from the African need". "We are working hard with UNWTO to reach this goal. This is a key event that brings together African tourism stakeholders; there is no other event that brings together such big volume of African tourism authorities with Spanish entities."

“International tourist arrivals in Africa grew around 8%, in 2017. These results show the potential for tourism in Africa and indicate that the continent has developed" Pololikashvili said, these figures shows the potential of tourism in Africa.
The second panel evaluated the added value of African biodiversity as a key component to tourism development. Wildlife watching represents 80% of the total annual trip sales to Africa. The forum stressed the importance of working together with governments, local communities, private sector and the media to implement measures for conserving biodiversity.

In addition, this opportunity has been used to present the UNWTO/Chimelong Programme on Wildlife Conservation and Tourism, jointly implemented by UNWTO and the China-based Chimelong Group which aims at contributing to the sustainable development goals and the 2030 agenda through sustainable tourism and particularly wildlife conservation.

Finally, 62 projects have been presented with the aim of creating partnerships that foster African tourism development and expansion of business opportunities in the continent.


INVESTOUR 2018: BUILD "BRAND AFRICA" TO CHANGE THE PERCEPTION OF THE CONTINENT
22 January 2018

Good policies and positive storytelling can be the turning points for the tourism sector in Africa, a sector that is growing at a rapid pace, but which is still at the bottom of the global scale.

Moderated by Thebe Ikalafeng, Chairman of Brand Africa, the first of the two round tables of the INVESTOUR Forum in Madrid, on 18 January, focused on the need to create a dedicated brand on the black continent, considering that today the brand of a destination has become an imperative for a region to benefit from the development of the sector.

"Like it or not, people will have opinions about your country, so it's up to you to change their perception", said Mr. Ikalafeng to the panelists: Najib Balala, Minister of Tourism of Kenya, Siandou Fofana, Minister of Tourism of Cote d'Ivoire, Adam Wu, COO of the China Business network, Kwakye Kondor, CEO of Africa Tourism Partners, and Pascal Belda, CEO of Ebiz Africa Review.

"Anything that can be positive for the continent in general or for one of the African countries has positive repercussions on other countries. This is why it is important to promote Brand Africa. We are united "said the minister of Kenya, one of the leading tourist destinations in Africa, but who suffers periodically from the evils of the continent amplified by the media." Although we are more than 4000 km away from the countries affected Ebola outbreak, we also suffered during that crisis "recalled Balala.
The international media, which we Africans cannot control, said Balala - are obsessed with negativity. On the other hand, they do not give the same coverage of positive events. For example, we Kenyans were the inventors of the Mpesa online payment system, but the international media did not give us the echo we wanted and therefore we did not have the repercussions we hoped for.

By launching an invitation to attend the Nairobi hotel industry forum from 2 to 4 October, the Kenyan minister stressed that his ministry is investing heavily in information and communication technologies (ICT / ICT) and that soon all visitors Africans can apply for Online visa and get it upon arrival.

From the Ivorian Minister Fofana came the testimony of how a country can recover after a serious crisis: "We have gone through a serious political-military crisis, we have been hit by a terrorist attack on one of the most important beaches in Bassam. We took the necessary measure to revive our image, in terms of competitiveness. We have come to reunite our 60 ethnic groups and invite them to communicate on the essential: we are a welcoming people, we are the first cocoa producers in the world, and we are now the third business destination in Africa after the Nigeria and Morocco ."

By 2030 - the Minister recalled - the African population will double and 70% will be below 35 years old. "If nothing is done and Africans do not take ownership of Africa, this youth will migrate and we will not be able to hold it back. We are looking for ways to retain our children, and we try to highlight what Africa can give the rest of the world what the rest of the world does not have, like biodiversity ."

https://www.infoafrica.it/ (Original version in Italian)

INVESTOUR: FROM THE PROTAGONISTS OF AFRICAN TOURISM, THE DESIRE TO BE ACTORS OF DEVELOPMENT

22 January 2018

AFRICA - A total of 62 projects related to the development of African tourism were presented on 18 January 2018 during the B2B sessions of INVESTOUR, Tourism Investment and Business Forum for Africa, held in Madrid at IFEMA, within the Madrid International Tourism Fair – FITUR.

With the aim of creating a platform for bringing together initiators of quality projects from Africa with investors from the international arena, the Forum now in its ninth edition, recorded its highest number of African ministers and heads present.

"Tourism in Spain has been converted into a global model, and with initiatives like INVESTOUR, we want to help Africa develop the sector. Tourism is an instrument that contributes to peace and is a powerful driver of development "underlined Luis Padrón, Director General of Casa Africa, during his Welcome remarks.

Organized by the United Nations World Tourism Organization (UNWTO) and Casa Africa, INVESTOUR gave the floor to Zurab Pololikashvili, Secretary General of UNWTO: "Tourism grew by 8% last year and
we are sure that these numbers will increase in the next 10 years and tourism will be a fundamental resource for Africa "said the Secretary General, inviting entities to invest in tourism infrastructure, working with African partners and promoting sustainable tourism management.

Two themes were discussed during the round tables: the "brand Africa", with the aim of changing the negative perception on Africa, one of the main obstacles to the growth of tourism and investment, and "biodiversity" as a driver of sustainable tourism: the importance of effective involvement of local communities ".

The African presence has established itself in the realm of FITUR with about thirty stands, animated by both institutional and private representations, placed inside the pavilion 6 of the fair. Ample space was set for Tunisia, Morocco, South Africa and Cape Verde, already established tourist destinations. It is also important to note the presence of countries much less known and "sold" from the tourist point of view such as Gambia, Sao Tomé and Príncipe, Côte d'Ivoire, Ghana or even Niger, a country blessed with one of the most beautiful deserts in the world, but brought to its knees by security issues.

https://www.infoafrica.it/ (Original version in Italian)
Nearly 30 tourism ministers from various African countries have met at INVESTOUR to debate and exchange experiences on the development of the sector in the continent. The Tourism investment and Business Forum for Africa, that has achieved a unique character, is co-organized by the World Tourism Organization (UNWTO), Casa África and FITUR.

Two round tables and a Business-to-Business meeting (B2B) have integrated the ninth edition of INVESTOUR that took place within the framework of FITUR, the tourism fair in Madrid. The first session, moderated by Thebe Ikalafleng, Chairman of BrandAfrica, analyzed marketing strategies aimed at positioning the African continent in the travel market.

"The arrivals of international tourists in Africa have grown by 8% for the second consecutive year with 62 million arrivals recorded in 2017. These positive results show the potential of Tourism in Africa, but also the importance of prioritizing this sector on the Development agenda of the continent," UNWTO Secretary-General Zurab Pololikashvili said.

"INVESTOUR has become a consolidated platform for the exchange of ideas and projects related to the tourism sector in Africa. We started with a small meeting and nine years later, around 30 ministers have met to discuss the perceptions and brand of the continent, a theme that will occupy the debates this year," explained Luis Padrón, Director General of Casa África.

The second panel analyzed the added value of African biodiversity as a main component of the tourism sector in the continent. Flora and fauna, reserves and geographical treasures make Africa unique in its tourism offer. In fact, tourism linked to wildlife represents 80% of the total annual trip sales to the continent. Therefore, it is a priority to continue advancing in conservation and protection measures and to engage relevant agents in this cause, such as governments, local communities, the private sector and the media. In the framework of this second round table, the UNWTO / Chimelong program on wildlife and tourism was launched. The initiative, implemented by UNWTO and the Chimelong Group, based in Guandong (China), aims to contribute to the Sustainable Development Goals, particularly the conservation of wildlife. The initiative includes training, advocacy and exchange of methodologies aimed at disseminating knowledge and includes different agents, such as governments, civil society and the media.

http://www.ls-abogados.com/la-marca-africa-y-la-biodiversidad-enfoque-de-la-novena-edicion-de-investour/ (Original version in Spanish)
INVESTOUR ON SOCIAL MEDIA

#Investour2018 will deal with two fundamental issues for the tourism sector in Africa: the challenges of the Africa Brand and the care of biodiversity as an engine of sustainable development. This Thursday, in @fiturMadrid via @CasaAfrica

VoyagesAfriq

Highlights of 9th #INVESTOUR 2018 @ FITUR
yout.be/8ORy3aRzEw via @YouTube

SpainMFA

State Secretary of Foreign Affairs @ICastroSEAE opened 2 events at #FITUR2018 this week promoting tourism in the Middle East & Africa:

#INVESTOUR - Tourism & Business Forum for Africa

Ministerial Forum on Consolidating Tourism’s Recovery in MENA & Sustaining its Growth

Ministry of Tourism and Hospitality ...

Minister Mupumira attends the 9th edition of the Tourism Investment and Business Forum for Africa #investour at the Madrid, Spain #FITUR

Najib Balala

Highlights of the 9th #investour conference
#Fitur2018 @UNWTO @VoyagesAfriq @Min_TourismKE
Ministers #tourism gather at @fitur_madrid for #UNWTO @Casafrica #INVESTOUR - #brand #africa & #biodiversity in discussion this morning @pololikashvili

"Las palabras de Trump son una vergüenza, pero tenemos que aprovecharlas para luchar contra los prejuicios, para empezar a empaquetar todas las cosas buenas que están pasando en África y compartirlas al mundo". @tunajibu en #Investour2018 con @Casafrica

RT UNWTO: Rich discussion on the crucial role of media in #BrandAfrica tumajibu ebizAfricaRev flyethiopian Min_TourismKE #INVESTOUR fitur_madrid Casafrica
The Forum on Tourism Investment and Business in Africa #INVESTOUR organized by @UNWTO @fitur_madrid and @Casaafrica for the promotion of sustainable development in Africa, is being held today at #FITUR2018

Honored to be part of the expert panel at #Fitur #Investour in Madrid, about integrated tourism development

La “marca África” y la biodiversidad, enfoque de la novena edición de #Investour en #FITUR2018. ow.ly/suXc3OhSwbs #turismo #África @LS_Abogados #FelizFinde

La Federación de Patronales de la Hostelería del #Turismo de la República de #Guinea ha estado presente a #Investour. Su presidente, M. Jacques, busca conocer experiencia española.

@UNWTO Forte participation des Ministres du Tourisme africains chaleureusement accueillis par la Directrice du Programme régional pour l’Afrique, Ela Grandcourt #Investour @Casaafrika @UrugwiroVillage @LMushikiwabo @cakamanzi @RwandaMFA @RwandainFrance