



VIII TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA

FITUR (IFEMA), Madrid, Spain, 19 January 2017

PROVISIONAL PROGRAMME

Opening ceremony (09:15 – 11:10) North Convention and Congress Center, Room N106

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| 09:00 – 09:45 | Registration INVESTOUR |
| 09:45 – 10:00 | <ul style="list-style-type: none">• Official photo |
| 10:00 – 10:40 | <ul style="list-style-type: none">• Official Opening Ceremony and Inauguration<ul style="list-style-type: none">- Welcome by Mrs. Elcia Grandcourt, Director, UNWTO Regional Programme for Africa (Master of Ceremony)- Mr. Luis Padrón, Director-General, Casa África- D. Clemente González Soler, President of the Executive Committee, IFEMA- Mr. Taleb Rifai, UNWTO Secretary-General |
| 10:40 – 11:00 | <p>59th UNWTO Regional Commission for Africa (CAF) – Message of the Chair, Hon. Walter Mzembi, Minister of Tourism and Hospitality Industry of Zimbabwe</p> <p>Presentation by Ethiopia, host country of CAF</p> <p>Signature of CAF Agreement</p> |
| 11:00 – 11:20 | <p>Overview of foreign direct investments in African touristic sector (TBC) Presentation and Q&A</p> |

Round table sessions (11:35 – 13:45) North Convention and Congress Center, Room N106

11:20 – 12:35
Session 1: Technology and the design of new tourism products and projects*

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

Debate
12:35 – 13:35
Session 2: Africa: Skills development, youth and women employment in tourism*

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

Debate
13:35 – 13:45
Closing remarks

For the 8th edition of INVESTOUR, the round tables sessions will run parallel with the B2B meetings, taking place at Hall 9 (stand 9D08).

* Moderator and panelists to be confirmed

B2B meetings session (FITUR B2B Workshop) (11.15-14.00), Hall 9, stand 9D08

11.15 – 12.00 Registration**12.00 – 14.00 Workshop Meetings B2B (Business to Business)***

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

14.00 – 15.30 Networking Cocktail offered by INVESTOUR to the participants (North Convention and Congress Center, Room Neptuno, Second Floor)

14.00 – 15.30 Luncheon for the African and the Middle East Tourism Ministers offered by INVESTOUR (North Convention and Congress Center, Room Colon, Second Floor) – **By invitation only**
