

UNWTO GLOBAL TOURISM INVESTMENT FORUM IN AFRICA

SOFITEL HOTEL IVOIRE

Abidjan (Côte d'Ivoire), 20-22 February 2020

Provisional programme

Tuesday 18 February 2020

Reception of participants at the airport

Wednesday 19 February 2020

Reception of participants at the airport

15:00-21:30 **Registration / Salle Daloa**

Thursday 20 February 2020

09:00-09:30 **All delegates to be seated / Foyer 1**

09:30-11:00 **Opening ceremony / Palais des Congrès**

Opening show, Projection of Promotional videos

Welcome remarks by :

- **Mr. Jean Marc YACE** , Mayor of the Cocody Commune
- **H.E. Mr. Siandou Fofana**, Minister of Tourism and Leisure of the Republic of Côte d'Ivoire
- **H.E. Mr. Abdoul Karim Sango**, Vice Chair of UNWTO Africa Commission, Minister of Culture, arts and tourism of Burkina Faso
- UNWTO video "2030 Agenda for Africa: tourism and inclusive growth"
- **Mr. Zurab Pololikashvili**, Secretary-General of the World Tourism Organisation (UNWTO)

Cultural Performance

- **Official opening by the High Representative of the Republic of Côte d'Ivoire**

- Official Photo
- Visit of exhibition stands

11:00-11:20 Coffee break / **Foyer 1 and 2**

11:20-11:40 Presentation of Côte D'Ivoire's tourism development strategy « **SUBLIME COTE D'IVOIRE** » followed by video / **Salle des Fêtes**
Mrs. Aurélie AOUSSI - DIAKITE, Technical Advisor in charge of investments and financing structuring

11:40-11:50 **UNWTO Investment Strategy / Salle des Fêtes**
Presented by Ms. Natalia BAYONA, Director Innovation, Investments and Digital Transformation, UNWTO

11:50-13:05 **First panel: Investing in Africa / Salle des Fêtes**
Incentive framework (Ease of doing business), legal, fiscal

The panel aims to raise awareness about tourism related projects and also share best practices and case studies around the topic of foreign direct investment. In this context, panelists will discuss the business environment in Africa, and examine measures adaptable to governments to attract and encourage investors into the African tourism sector. It will also be an opportunity to present models of successful financing mechanisms in the sector in Africa and elsewhere in the world, and panelists will provide insights on innovation in tourism and what may be needed to invest in both hard and digital infrastructure.

Moderator: Mrs. Maférime DIARRASSOUBA, Managing Director of the Palaces De Cocody Society

Panelists :

- **UEMOA:** Mr. Gustave DIASSO, Resident representative
- **IFC:** Mr. Olivier Buyoya, Regional representative
- **African Development Bank:** Dr. Abdu Mukhtar, Director of Industrial and Trade Development
- **ECOWAS:** Mrs. Stella Christiane Drabo, Tourism Program Officer
- **Marriott International:** Mrs. Dami Adepoju, Director Development – West Africa
- **Uber:** Ms. Marjorie Saint-Lot, Country Manager
- **UNECA:** Mr. Geoffrey Manyara, Specialist on tourism
- **FOPAHT:** Mr. Mamadou Racine Sy, Director General

13:05-14:30 Lunch Break (**Chapiteau ou Patinoire**)

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World Tourism Organisation (UNWTO) – Specialized agency of the United Nations



14:30- 14:40 Business environment case studies - Country presentations and sharing of best practices (Rwanda: Rwandan Development Board) / **Salle des Fêtes**

14:40-15:55 **Second panel : Development of the Tourism Sector / Salle des Fêtes**
Evolution of Tourism in Africa

2019 marked a milestone for African tourism: for the first time, tourist arrivals on the continent hit the 70 million mark. The panel will make use of this momentum by calling attention to the evolution of the African Tourism sector in the last decade. In particular, the round table will focus on the main orientations and policies on the continent, while highlighting strategies and models for the development of the tourism offer on a continental scale. Furthermore, the panel will address the evolution of marketing and promotion strategies with a view to capturing tourism demand in generating markets, taking into account the key roles that the hotel and airline branches also bring to the sector.

Moderator: Ms. Elcia Grandcourt, UNWTO

Panelists :

- **Horwath Cabinet:** Mr. Philippe Doizelet, Associate
- **McKinsey Cabinet:** Mr. Acha Leke, Associate
- **Mangalis:** Ms. Charlotte Specht, Development Director
- **Mali Tourism Promotion Agency:** Mr. Sidy Keita, Chief Executive Officer
- **Accor:** Mr. Thierry De Jaham, General Director Accor Group
- **Gabon Tourism and Development Promotion Agency (AGATOUR):** Mr. Christian Mbina, Chief Executive Officer
- **Hyatt Hotels Corporation:** Mr. Dominik Tumminaro, Director, Real Estate & Development, Africa)
- **Air Côte d'Ivoire:** Mr. René DECUREY, Director General

15:55-16:10 Coffee Break

16:10-17:40 Closed door Ministers Meeting / **Room San Pédro**
Fostering African tourism through investment

16:10-17:40 **Project Presentation session / Salle des Fêtes**
South Africa, Rwanda, Democratic Republic of Congo, Côte d'Ivoire, Mali, Zambia, Senegal
Moderated by Ms. Natalia BAYONA, Director Innovation, Investments and Digital Transformation Strategy, UNWTO

20:00 Gala dinner offered by the Ministry of Tourism and Leisure of the Republic of Côte d'Ivoire (BY INVITATION ONLY) / **Palais des Congrès**

Friday 21 February 2020

- 09:00-12:30 B2B Meetings / **Salle des Fêtes**
- 13:00 Lunch
- 15:30-17:30 **Closing ceremony / Palais des congrès**
Musical performance
- **Summary of the Forum by Ms. Nasseneba TOURE DIANE**, Director General of Côte d'Ivoire Tourisme
 - **H.E.Mr. Siandou Fofana**, Minister of tourism and leisure of the Republic of Côte d'Ivoire
 - **Mr.Zurab Pololikashvili**, Secretary-General of the World Tourism Organisation (UNWTO)
 - **High level representative of the Republic of Côte d'Ivoire**
 - **Family Photo**
- 17:30 Closing cocktail reception / **Foyer 1 and 2**

Saturday 22 February 2020

- 09:00-12:30 Social program offered by the Ministry of Tourism and Leisure of the Republic of Côte d'Ivoire
- 13:00-14:00 Lunch
- 14:30 Departure of Delegations
- (All delegates are required to register for the social program)