

**Priority “Unlocking growth through investment promotion and public private partnerships” - Implementation report of the 11<sup>th</sup> edition of INVESTOUR and the 1<sup>st</sup> UNWTO Global Tourism Investment Forum in Africa**



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## Executive Summary

This report presents the progress on the implementation of the *UNWTO Agenda for Africa: Tourism for Inclusive Growth - “Unlocking growth through investment promotion and public private partnerships”* following the successful hosting of (i) the 11<sup>th</sup> edition of INVESTOUR as well as (ii) the 1<sup>st</sup> UNWTO Global Investment Forum in Africa which took place respectively on 23 January 2020 in Madrid, Spain and on 20-22 February 2020 in Abidjan, Côte d'Ivoire.

The objective of this report is to explain the context and take stock of the delivery of the two major events related to investment promotion in the tourism sector in Africa organized in 2020 as part of the implementation of the UNWTO Agenda for Africa. INVESTOUR is a forum whose aim is to stimulate sustainable tourism development, attract investment and nurture entrepreneurship in Africa and offers an important networking platform for project leaders from the continent to connect and establish contacts with those who are keen to invest in the development of the tourism sector in Africa. During its 11<sup>th</sup> edition this year, the forum received the participation and welcomed more than 26 heads of delegation including 15 Tourism Ministers. The programme included an important interactive session around the theme *“Creative industries and rural tourism development: an African perspective”* which allowed key public and private stakeholders from the tourism, fashion, gastronomy, and rural development realms, to exchange their views and share best practices.

The 1<sup>st</sup> UNWTO Global Tourism Investment Forum was organized by UNWTO on the continent for the first time. The hosting of this forum by Côte d'Ivoire an the leadership role they have taken on the agenda priority *“Unlocking growth through investment promotion and public private partnerships”* stems from the strategic approach taken on the design, promotion and implementation of its *“Sublime Côte d'Ivoire”* strategy which saw the country organizing two donors round tables organized in Dubai, UAE and Hamburg, Germany on 20 October and 22 November 2019 respectively.

The organization of the forum is in response to the member states call for a dedicated event on investment in the tourism sector in Africa. UNWTO would like to extend its sincere thanks and appreciation to the government of Côte d'Ivoire who received more than 800 participants in Abidjan from more than 50 countries including a dozen ministers from Africa and heads of delegations. As part of the Forum, several B2B meetings (132 in total) took place along with a closed-door ministerial meeting and two high-level panel sessions with top tourism representatives from both the public and private sector. The topics of discussion focused on *“Investing in Africa: An incentive framework for promoting investments in the tourism sector”* and the *“Development of the Tourism Sector: Evolution of Tourism in Africa”*. The Forum presented the ideal platform and opportunity to present UNWTO's official Investment Strategy for member states and private sector stakeholders. The core objectives of the strategy are to enhance access to finance and investments by connecting key tourism stakeholders into a high level global network; promote investments that boost economic growth, job creation and sustainability in tourism to public and private capital sources and develop sustainable investment mechanisms to mobilize resources with a positive impact on tourism.

## Introduction

1.1 One of the key priorities of the UNWTO's agenda for Africa is the one focused on "*Unlocking Growth through Investment Promotion and Public Private Partnerships*". In line with the 2030 Agenda and the African Union Agenda 2063, this investment promotion priority aims to mobilize additional investment for the tourism sector in Africa with the purpose of creating jobs and developing the sector in a sustainable way.

1.2 Tourism has a huge potential to create jobs and spur economic development on the African continent. In 2017, 8.1% of GDP and 6.5% of employment was directly or indirectly related to the tourism sector in Africa. Although significant, at a global level tourism represented 10% of GDP and of jobs which points at an unfulfilled potential of tourism to contribute to achieving the Sustainable Development Goals (SDGs) in Africa.

1.3 At the same time, with a growth rate of 18% of international tourism arrivals between 2016 and 2019, tourism in Africa has a great potential for investors. The return on investment in the tourism sector can be high. For example, the accommodation and food services sector had the highest rates of return of EU outward Foreign Direct Investment (FDI) in 2014.

1.4 However, there are obstacles for investors as well. Apart from general obstacles that hold back FDI in Africa and especially Least-Developed Countries, the tourism sector is specifically perceived as risky and requiring more time to get a return on investment.

1.5 The public sector can address these obstacles in two ways. First, governments in African countries can create a stable and profitable environment for investing in the tourism sector. Introducing flexible visa policies, removing red tape, creating a healthy regulatory framework, giving fiscal benefits and improving safety, infrastructure and transport are needed to attract investors. Targeted tourism investment promotion can bring in funding for specific projects. In that sense, the fact that investment promotion agencies increasingly prioritize tourism is a great step forward.

1.6 Second, Multilateral Development Banks and Development Finance Institutions of donor countries can mobilize private investment by engaging in public-private partnerships and blended finance arrangements. The public sector can share and mitigate financial and political risks, which crowds in private investors. Africa escaped the global decline in foreign direct investment (FDI) as flows to the continent rose to US\$46 billion in 2018, an increase of 11% on the previous year. However, the impact of the COVID/19 crisis on African economies, especially when it comes to the tourism sector, will have to be monitored and evaluated accordingly to give an adequate response.

1.7 Collaboration between private and public investors will result in more funding for tourism and stronger developmental impacts. Increased awareness of tourism's potential is essential, in order for all stakeholders to prioritize sustainable tourism in their national development and SDG strategies, UN Development Assistance and Strategic Partnership Framework, Country Strategy Papers (African Development Bank), Country Partnership Frameworks (World Bank), and private companies' investment strategies.

1.8 The organization of two main events under this major priority in 2020 reflected the level of commitment that UNWTO has towards investment in the tourism sector in Africa and the level of ownership taken by its member states when it comes to its implementation.

## 11th Edition of Investour

1.9 The eleventh edition of the Tourism Investment and Business Forum for Africa (INVESTOUR) was held on 23 January 2020, in IFEMA - Madrid, Spain, on the occasion of the 40th 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).

1.10 UNWTO is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism, with Member States from 159 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.

1.11 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 40th edition welcomed over 255.000 international visitors from 165 countries, while the participation of the African countries grew with 21% compared to last year's edition. Furthermore, "FITUR MEET AFRICA" was launched, a new tool to connect exhibitors and tourism professionals with the idea of favoring the knowledge of the tourist offer of the African continent

1.12 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.

1.13 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 2009, 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 Africa region.

1.14 The 11th edition of INVESTOUR was organized in two parts: a main round table session in the morning, followed by Project Proposal Presentations in the afternoon. Furthermore, the Networking Cocktail and the Ministerial Lunch serves as extensive networking platforms to connect all stakeholders active in the African tourism industry. The forum unfolded as follows:

1.15 The Round Table session, held in the morning, included an interactive discussion structured around one of the most pertinent topics to the tourism sector in Africa, namely "*Creative industries and rural tourism development: an African perspective*". Panelists from both the public and private sector (see list in Annex 1) exchanged

ideas and explored together the challenges, opportunities and new trends that are now emerging in the travel and tourism sector on the following issues:

- Implementing an institutional framework in order to manage rural tourism development in an efficient and sustainable way;
- Encouraging skills development and training to improve service skills and create employment;
- Fostering the creation and development of products and of gastronomy tourism experiences associated with the potential of a destination;
- Defining and adopting plans to promote and support the marketing of gastronomy tourism and creative industry products with the participation of all agents in the sector;
- How gastronomy tourism and creative industries can serve as tools to contribute to the Sustainable Development goals;
- Building linkages with other rural activities.

The various contributions from the panelists reflected the diversity that the continent has to offer and further emphasized on the existing potentials and opportunities to be unlocked in the tourism sector especially with an impact on the women and youth. Both the public and private sector participants shared meaningful contributions and it was an opportunity for one young African startup (finalist of UNWTO global startup competition) to share her journey and how she is contributing through the sector albeit her core business is in agriculture. This further illustrates the transversal nature of the tourism sector. The panel also provided an opportunity for an African Chef to promote the African gastronomy. As part of promoting Brand Africa, UNWTO will be putting more emphasis on promoting African gastronomy to the world.

1.16 The Project Proposal Presentations was done in a different format open to invited business angels instead of the usual Business-to-Business (B2B) Meetings. This presented a platform to connect African project owners with investors where a number of preselected projects were presented in front of the audience. The main goal of this session was to facilitate the establishment of primary contacts between African stakeholders and investors which could lead to the development of concrete tourism projects. It also offered an opportunity to raise awareness and provide first-hand information about the investment climate of different countries in Africa.

1.17 However, in order to meet the expectations of our members when it comes to attracting and building their capacity in regards to tourism investment, the introduction of the Tourism Investments Attraction and Promotion Program (TIAPP) will strengthen the capacities of countries that want to promote investment and give them tools to identify, target and facilitate strategic tourism investment projects. Unveiled under the new UNWTO Investments Strategy, the TIAPP Programme will include advisory services, training, capacity-building for the development of Tourism investment guides and access to high-level international meetings to promote opportunities, trends and best practices, and strategic issues of investment attraction and promotion to maximize impact. UNWTO will offer a series of training and tools to different stakeholders on demand all year round in cooperation with partner organizations designing and tailoring programs to different needs on diverse topics.



1.18 The eleventh edition benefitted from the support of several sponsors and partners whose contribution reinforced the success of the event. The 11th edition of INVESTOUR was sponsored by **Steward Health Care International**, one of the largest physician-led, privately-held health care operators in the United States, **INFECAR**, the Trade Fair Institution of the Canary Islands, **Facility Concept**, an Affiliate Member from Côte d'Ivoire which specializes in the logistical support of major tourism and international events, and **Royal Air Maroc**, the national carrier of Morocco.

1.19 Over the years, the organizers of the forum have continuously explored and introduced various strategies and innovative approaches 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.

1.20 The XI edition of INVESTOUR was attended by around 200 participants from 30 countries, including 25 African countries and participants from Italy, Spain, Switzerland and the U.S.A, among others. It also brought together around 15 African Ministers of Tourism and 11 Heads of Delegations. The forum was inaugurated by the UNWTO Secretary General Mr. Zurab Pololikashvili, who was joined by the Minister of Industry, Trade and Tourism, Da. María Reyes Maroto Illera, the Secretary of State of Foreign Affairs of Spain, Mr. Fernando Martín Valenzuela Marzo, the Director General for IFEMA, Mr. Eduardo López-Puertas and the Director General of Casa África, Mr. José Segura Clavell.

## 1st GLOBAL TOURISM INVESTMENT FORUM IN AFRICA

1.21 The 1<sup>st</sup> UNWTO Global Tourism Investment Forum in Africa was held from 20 to 22 February 2020 in Abidjan, Côte d'Ivoire. Placed under the aegis of the World Tourism Organization (UNWTO), this forum devoted to the public and private sectors stakeholders of the tourism industry of Africa and the world brought together actors from the industry, business leaders, investors, financial institutions, construction firms, equipment manufacturers, managers, tour operators, consulting firms, policy makers and journalists from Africa and around the world. It served as a platform for meetings and exchanges on development issues and the mobilization of resources for tourism investments in Africa.

1.22 This first edition, focusing on Foreign Direct Investment (FDI) in Africa, featured welcome and closing addresses from the Vice-President of Côte d'Ivoire Mr. Daniel Kablan Duncan, one closed-door ministerial meeting, 132 B2B and B2C meetings, a series of project presentations by countries and finally two panels led by entities and organizations duly selected for their expertise in the subject in the African context.

1.23 The organization of the first forum of this kind in Abidjan was an opportunity for Africa to promote its priority programmes and projects in the presence of leading actors of the national and international investor community, at a time when tourism has confirmed itself as a sector that creates wealth and generates jobs worldwide.

1.24 To this end, the first key panel was entitled "*Investing in Africa: An incentive framework for promoting investments in the tourism sector*" and aimed at presenting:

- the business environment in general and the incentives measures taken to strengthen investment in the tourism sector in Africa in particular;
- updated sectoral strategies as well as business opportunities in the tourism sector;
- models of successful financing mechanisms in the sector in Africa and elsewhere in the world;
- constraints to investments in Africa and proposing corrective measures and key factors for success.

1.25 Representatives from the West African Monetary Union (UEMOA), African Development Bank (AfDB), International Finance Corporation (IFC), Marriott International, ECOWAS, Uber and FOPAHT (details in Annex) joined to exchange on these issues and gave their perspective on the importance to create the necessary funding opportunities for the sector, and pointed out the increasing level of interest that multilateral banks are giving to the sector.

1.26 The second key panel was entitled "*Development of the Tourism Sector: Evolution of Tourism in Africa*" and aimed at presenting the global trends of tourism development in Africa and the discussions covered areas in regards to:

- the evolution of the development of tourism, the main orientations and policies on the continent for the development of the sector;
- strategies and models for developing tourism offerings on a continental scale;

- the evolution of marketing and promotion strategies with a view to capturing tourism demand in generating markets.

1.27 Representatives from Horwath, McKinsey, Mangalis, Mali Tourism Promotion Agency, Accor, Agency for the Development and Promotion of Tourism and Hotel Industry in Gabon and Hyatt Hotels Corporation joined to debate and exchange on these issues by highlighting the need to focus more importantly on issues related to education and skills development, in order to match the infrastructure tourism development and pipeline projects in Africa, especially in the hotel industry. The future of travel and connectivity in Africa will also play a big role in the development of the sector as flagship initiatives such as the Single African Air Transport Market (SAATM) are progressively implemented and adopted by member states. Finally, for the tourism sector to develop in line with social and environmental safeguards, it is important for governments to provide a sound regulatory framework that will not only create the necessary incentives for the private sector to flourish but also set key standards for a sustainable tourism development.

1.28 The Global Forum was also the opportunity to present the official UNWTO Investment Strategy for member states and private sector stakeholders and explain to the members the future opportunities that UNWTO will be offering in regards to capacity building and networking opportunities for the public and private sector (see dedicated section below).

1.29 In addition, several key countries, including South Africa, Rwanda, Democratic Republic of Congo, Côte d'Ivoire, Mali, Zambia and Senegal presented key investment projects to the audience of investors.

1.30 The closed-door ministerial meeting, under the overall theme entitled “Fostering African tourism through investment” convened 8 ministers from the sector to discuss two (2) selected topics, (i) the first one focusing on the necessary measures needed to facilitate access to African destinations, especially when it comes to connectivity and (ii) the second one brought to light the required conditions for proper control of threats in order to better attract and secure investments. In addition, Côte d'Ivoire did a presentation on the idea of creating a Tourism pan-African fund which details and content will be discussed further during the 63<sup>rd</sup> CAF.

1.31 At the end of the discussions, a final communiqué was issued and shared with the members (see in Annex).

## UNWTO Investments strategy

As part of the Global Tourism Investment Forum, UNWTO unveiled for the first time its investment strategy for its members, both from the public and private sector. Below are the key highlights of the strategy that was presented in Abidjan on 20 February 2020.

### **1. Mission**

Promote tourism through traditional and innovative investments services for the development of a competitive and sustainable economic growth.

### **2. Objectives**

- Enhance access to finance and investments by connecting key tourism stakeholders into a high-level global network.
- Promote investments that boost economic growth, job creation and sustainability in tourism to public and private capital sources.
- Develop sustainable investment mechanisms by partnering with key stakeholders to mobilize resources with a positive impact on tourism.

### **3. Services**

- Investment Networks (Access to high level investments)
- Investment Promotion (Attraction and promotion of investments)
- Investment Mobilization (Facilitation and instrumentation of investments)

### **4. Action Plan**

#### **Investment Networks**

- Access to anchor funds through multilateral investment cooperation in order to finance large projects and leverage private-public partnerships (PPP).
  - Develop an active multilateral cooperation investment network focused on knowledge sharing, and knowledge diffusion for the development of sustainable investments in the tourism sector (IFC, EIF, IBDG, AfDB).
  - 2 project proposals are approved focused on large-scale tourism investments to innovate and strengthen cluster linkages and supply chain and promote Foreign Direct Investments (FDIs).
- Access to top Traditional, and Non-Traditional active investors focused on finance large-scale projects by regions.

- 5 Agreements with Traditional investors focused on Foreign Direct Investment especially Property Development and Asset Management.
- 5 Agreements with Non-Traditional investors focused on Venture Capital, and Impact Investments.

### **Investment Promotion**

- Promotion of travel and tourism investments per region.
  - Organization of 4 Tourism Investment Forums annually (Organized-UNWTO)
  - Participation at 4 traditional investment Summits annually (Non-UNWTO)
- Diffuse relevant information on tourism investments trends and guidelines to position the UNWTO interventions and services.
  - Publication of 2 UNWTO Investment reports and Tourism FDIs guidelines annually.
  - Creation of the UNWTO Investment Platform dedicated to promote international investment on the travel and tourism ecosystem<sup>1</sup> (Investors, Entrepreneurs, Enablers, Providers)

### **Investment Mobilization**

- Pipeline of potential Foreign Direct Investments (FDIs) and large tourism projects to be funded per regions.
  - Call for FDI proposals based on UNWTO Tourism FDI guidelines in emerging markets/countries<sup>2</sup>.
  - Implementation of the UNWTO Tourism Investment Attraction Program “TIAP” focused on investment capacity building for Tourism FDIs attraction and promotion<sup>1</sup>.
- Mechanisms and investment instruments to finance tourism innovative programs.
  - 2 Multilateral cooperation agreements focused on finance scalable tourism projects including travel and tourism startups.
  - Institutional Contributions to become a funder partner of the “UNWTO – Tourism Investment Network” The UNWTO - TIN will be a hub for Investors and Corporations to foster innovation and sustainable investments in the Travel and Tourism sector.

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<sup>1</sup> The proposals will be classified base on quality in 3 tiers (T1-high, T2-medium, and T3-low).

## ANNEX I – Programme of the 11th edition of INVESTOUR



*In collaboration with*

**CÔTE D'IVOIRE**





## XI TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA

FITUR (IFEMA), Madrid, Spain, 23 January 2020

### PROGRAMME

#### OPENING CEREMONY

**08:30 – 09:30** Registration

**09:30 – 10:30** Official Opening Ceremony

- *Dance performance*
- *Welcome Remarks by Master of Ceremony- Ms. Grandcourt Elcia, Director of the department for Africa (UNWTO)*
- Mr. Clemente González Soler, Chairman of the Executive Committee, IFEMA
- Mr. José Segura Clavell, Director General of Casa África
- Mr. Fernando Valenzuela, Secretary of State of Foreign Affairs of Spain
- Dª. María Reyes Maroto Illera, Minister of industry, trade and tourism, Spain
- Mr. Zurab Pololikashvili, Secretary-General of UNWTO
- Official photo

**10:30-11:30**

Presentations:

- UNWTO global tourism investment forum in Africa – Côte d'Ivoire
- 63<sup>rd</sup> UNWTO Commission for Africa – Seychelles
- Steward Health Care International

➤ ATLANTUR- INFECAR

**11:30 – 11:45**      Coffee break

➤ *Dance performance*

**ROUND TABLE<sup>2</sup>**

<b>11:45-13:15</b>	<b>Creative industries and rural tourism development: an African perspective</b>
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*Rural areas have significant human, natural, economic and cultural potential and their development supports regional growth. In Africa, there is significant untapped potential for the development of rural tourism. The diversity of the region's cultures, heritage, social structures and ecosystems provide the backdrop for unique visitor experiences that are unmatched anywhere else in the world. Generating 1/10 jobs globally in 2019, the tourism sector can provide increased perspectives, notably in rural areas which contain 70% of the developing world's less fortunate people. Culture being the main 'pull factor' which influences visitors' initial decision to travel to destinations in different parts of the world. Though Africa has rich and diverse indigenous cultures, non-material culture has not been fully developed for tourism. The interest in gastronomy and creative industries tourism has grown in recent years alongside its intrinsic promotion of regional identity, economic development and traditional heritage. As a result, creating creative industry and gastronomic products in rural areas requires for strategies be defined to offer products, services and experiences to consumers that allow them to connect with the essence and personality of the destination's culture.*

*Against this backdrop, this session of the roundtable will address the following:*

- *Implementing an institutional framework in order to manage rural tourism development in an efficient and sustainable way*
- *Encouraging skills development and training to improve service skills and create employment*
- *Fostering the creation and development of products and of gastronomy tourism experiences associated with the potential of a destination*
- *Defining and adopting a plan to promote and support the marketing of gastronomy tourism and creative industry products with the participation of all agents in the sector*
- *How gastronomy tourism and creative industries can serve as tools to contribute to the Sustainable Development goals*
- *Building linkages with other rural activities*

**MODERATOR: Ms. Elcia Grandcourt, Director, UNWTO Regional Department for Africa**

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<sup>2</sup> at Auditorio Sur – IFEMA, Feria de Madrid (planta -2 Entrada Sur, Edificio de Oficinas)

**PANELISTS:**

- **H.E. Hon. Ronald K.Chitotela, Chairperson of UNWTO Africa Commission, Cabinet Minister of Tourism and Arts, Zambia**
- **Hon. Mr. Lai Mohammed, Minister of Information and Culture, Nigeria**
- **Hon. Mrs. Memunatu B. Pratt, Minister of Tourism and Culture, Sierra Leone (TBC)**
- **Mr. Frank Anet, African Chef, Côte d'Ivoire**
- **Ms. Narjisso Dubois, Development director, Fadila el Gadi**
- **Ms. Asmaa Kherrati, Co-Founder, Enjoy Agriculture**
- **Jose Donoso, Director of the Spanish Association representative of Photovoltaic Energy Industry UNEF**
- **Mr. Jose Antonio Trueba, Secretary General of Tourism, Paradores of Spain**

13:15-13:30      Closing remarks

- H.E.Mr. Ronald K.Chitotela, Chairperson of UNWTO Africa Commission, Cabinet Minister of Tourism and Arts
- Mr. Zurab Pololikashvili, Secretary-General of UNWTO

**LUNCH**

13:30 – 15:00      Networking Cocktail offered by INVESTOUR to the participants<sup>3</sup>

13:30 – 15:00      Ministerial Lunch– By Invitation only

**PROJECT PRESENTATIONS SESSION<sup>4</sup>**

15:00 – 15:15      Registration

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<sup>3</sup> Vestíbulo Auditorio Sur

<sup>4</sup> at Auditorio Sur – IFEMA, Feria de Madrid (planta -2 Entrada Sur, Edificio de Oficinas)

15:15 – 17:15

Project Presentations (by invitations only)

## ANNEX II – List of Ministers and delegations present at INVESTOUR 2020

Number	Country	Title
1	<b>Angola</b>	Exmo Sr. José Guerreiro Alves Primo, SECRETÁRIO DE ESTADO DO TURISMO
2	<b>Burkina Faso</b>	M. Samuel Garane, Directeur général du tourisme  Ministère de la culture et du tourisme
3	<b>Cabo Verde</b>	H.E. Dr. Carlos Jorge Duarte Santos, Minister of Tourism and Transport
5	<b>Côte D'Ivoire</b>	H.E. Mr. Siandou Fofana, Minister of Tourism and Leisure
6	<b>Democratic Republic of Congo</b>	S.E. Mme. Louise Nzanga Ramazani  Ambassadeur de la République démocratique du Congo
7	<b>Equatorial Guinea</b>	Sra. Catalina Martinez Asumu, Secretaria de Estado encargada de Turismo
8	<b>Gabon</b>	S.E.M. Patrick Arthur MOUKALA, Ambassadeur du Gabon près le Royaume d'Espagne
9	<b>Gambia</b>	H. E. Mr. Hamat Bah, Minister for Tourism and Culture
10	<b>Ghana</b>	Hon. Mrs. Barbara Oteng – Gyasi, Minister of Tourism, Arts & Culture
11	<b>Guinea</b>	S.E.M. Paul Goa ZOUMANIGUI, Ambassadeur de Guinée en Espagne
12	<b>Guinea-Bissau</b>	S.E. M. Paulo da Silva  Ambassadeur de Guinée-Bissau en Espagne
13	<b>Mauritania</b>	H.E. Mr. Mahmoud Sid Ahmed, Minister of Commerce and Tourism

14	<b>Mozambique</b>	Exmo. Sr. Jose Antonio Alberto Matsinha, Embajador de Mozambique en España
15	<b>Nigeria</b>	Hon. Mr. Lai Mohammed, Minister of Information and Culture
16	<b>Senegal</b>	H.E. Mr. Alioune Sarr, Minister of Tourism and Air Transport
17	<b>Seychelles</b>	Hon. Mr. Didier Dogley, Minister for Tourism, Civil Aviation, Ports and Marine
18	<b>Sierra Leone</b>	Hon. Mrs. Memunatu B. Pratt, Minister of Tourism and Culture
19	<b>South Africa</b>	H.E. Mr. Amos Fish Mahlalela, Deputy Minister of the Department of Tourism of the Republic of South Africa
20	<b>Sudan</b>	H.E Dr.Girham Abdelgadir Demin - Undersecretary of the Ministry of Culture, Tourism and Antiquities of Sudan
21	<b>Zambia</b>	Hon. Ronald K.Chitotela, Chairperson of UNWTO Africa Commission, Cabinet Minister of Tourism and Arts

10 Ministers and 10 heads of delegations

Ministers from UNWTO Middle East Member States

Number	Country	Title
1	<b>Egypt</b>	H.E. Ms. Ghada Shalaby, Vice Minister for Tourism Affairs- Ministry of Tourism and Antiquities, Arab Republic of Egypt

## ANNEX III – Programme of the UNWTO Global Tourism Investment Forum (GTIF) in Africa

**UNWTO GLOBAL TOURISM INVESTMENT FORUM IN AFRICA**

**SOFITEL HOTEL IVOIRE**

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

### 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**

#### **Thursday 20 February 2020**



**09:00-09:30 All delegates to be seated**

**09:30-11:00 Opening ceremony**

*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 H.E.Mr.Daniel Kablan DUNCAN Vice President of the Republic of Côte d'Ivoire**
- **Official Photo**
- **Visit of exhibition stands**

**11:00-11:20 Coffee break**

**11:20-11:40 Presentation of Côte D'Ivoire's tourism development strategy « SUBLIME COTE D'IVOIRE » followed by video**

Mrs. Aurélia AOUSSI - DIAKITE, Technical Advisor in charge of investments and financing structuring

### **UNWTO Investment Strategy**

**11:40-11:50** Presented by Ms. Natalia BAYONA, Director Innovation, Investments and Digital Transformation, UNWTO

**11:50-13:05 First panel: Investing in Africa**

*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. Maférima 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**

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

**14:40-15:55      Second panel : Development of the Tourism Sector**

*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)

**15:55-16:10      Coffee Break**

**16:10-17:40      Closed door Ministers Meeting**

*Fostering African tourism through investment*

**16:10-17:40      Project Presentation session**

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) /**

**Friday 21 February 2020**

**09:00-12:30      B2B Meetings /**

13:00           Lunch

15:30-17:30     **Closing ceremony**

*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)
- **Official opening by H.E.Mr.Daniel Kablan DUNCAN Vice President of the Republic of Côte d'Ivoire**
- **Family Photo**

17:30           **Closing cocktail reception /**

**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)**

## ANNEX IV – Terms of reference of Panel 1 - GTIF

### **UNWTO GLOBAL TOURISM INVESTMENT FORUM IN AFRICA**

#### **Panel 1**

***Investing in Africa: An incentive framework for promoting investments in the tourism sector***

#### **TERMS OF REFERENCE**



## **Sofitel Abidjan Hôtel Ivoire, 20 – 22 February 2020**

### **1. CONTEXT AND JUSTIFICATION**

The UNWTO Global Tourism Investment Forum in Africa will be held from 20 to 22 February 2020 in Abidjan, Côte d'Ivoire. Placed under the aegis of the World Tourism Organization (UNWTO), this forum devoted to the public and private sectors of Africa and the world will bring together actors from the tourism industry, business leaders, investors, financiers, construction firms, equipment manufacturers, managers, tour operators, policy makers and journalists from Africa and around the world. It aims to serve as a platform for meetings and exchanges on development issues and the mobilization of resources for tourism investments in Africa.

This first edition, focusing on Foreign Direct Investment (FDI) in Africa, will feature welcome addresses, ministerial conferences, B2B or B2C meetings and finally two panels led by entities and organizations duly selected for their expertise in the subject in the African context.

The organization of the first forum of this kind in Abidjan is an opportunity for Africa to promote its priority programmes and projects in the presence of leading actors of the national and international investor community, at a time when tourism has confirmed itself as a sector that creates wealth and generates jobs worldwide.

To this end, the present terms of reference present the organizational methods for the first panel on the “incentive framework for promoting investment in the tourism sector in Africa”.

## **2. OBJECTIVES OF THE PANEL**

This panel aims to promote important priority projects before the community of national and international investors. Specific subjects to be discussed are:

- presenting business and investment opportunities in tourism in Africa;
- presenting the business environment in general and the incentives measures taken to strengthen investment in the tourism sector in Africa in particular;
- presenting updated sectoral strategies as well as business opportunities in the tourism sector;
- presenting models of successful financing mechanisms in the sector in Africa and elsewhere in the world;
- identifying constraints to investments in Africa and proposing corrective measures and key factors for success.
- Provide insights on innovation in the sector and the elements needed to invest not only in hard infrastructure, but digital infrastructure.

## **3. PANELLISTS**

Six panellists representing the following entities will speak during the session:

- West African Monetary Union (UEMOA)
- African Development Bank (AfDB);
- International Finance Corporation (IFC);
- Economic Community of West African States (ECOWAS);



- RVentures (Venture Capital);
- Marriott International

#### **4. METHODOLOGICAL APPROACH**

The panel will take place in a plenary session open to all participants.

With a duration of an hour and fifteen (01:15), it will include two parts for each panellist:

- (i) a presentation as introduction;
- (ii) question & answer session.

Each panellist has fifteen (15) minutes.

**Panellist 1: West African Monetary Union (UEMOA)**

**The panellist will speak on:**

- the current regulatory framework for tourism activities and community prospects in the UEMOA area;
- **the Common Tourism Policy and the activities of the Regional Coordination Committee of the Regional Tourism Development Program (CRC-PRDTONUR) in the area of investment promotion;**
- UEMOA's efforts to support the capture of funding and the eligibility of countries for public and private funding;
- Short- and medium-term projects.

**Panellist 2: International Finance Corporation (IFC);**

The panellist will give a comparative presentation of the business environment and the performance of the private sector in Africa.

He will provide insights on:

- the macroeconomic framework and the strengths of Africa as a destination for private investment;
- structural reforms undertaken in recent years to improve the business environment and encourage private investment;
- infrastructures, initiatives and services which are all conditions for laying the foundations for Africa's development;
- reforms of the legal and institutional framework;
- legislative and regulatory achievements;
- the advantages granted by investment laws at the African scale.

**Panellist 3:** African Development Bank (AfDB);

The AfDB representative will:

- propose tools for the mobilization of resources to finance tourism infrastructure;
- define sovereign wealth and investment funds and other mechanisms for financing tourism infrastructure;
- identify constraints to investments in Africa and propose corrective measures and key factors for the mobilization of funding.

**Panellist 4:** Economic Community of West African States (ECOWAS)

The panellist will discuss:

- ECOWAS Regional Tourism Policy (2019-2029) and its Action Plan;
- Development of cross-border and regional cooperation program between member states;
- Short- and medium-term projects

**Panellist 5:** RVentures

The panellists will provide information on:

- From a non-traditional investor perspective, share insights on trends and themes that will define the investment landscape of the future of the Africa region.
- When investing in emerging markets, could you provide what are some elements, or characteristics that present the biggest opportunities, what are the burning issues that governments should facilitate? What major challenges to investment remain in the tourism sector?
- Taking in consideration your experience with platforms like Booking.com and investments in startups. What innovations might help to satisfy the unique requirements for investing in tourism projects and its value chain aggregators?

#### Panellist 6: Marriott International

The panellists will share her experience on:

- Managing several brands and franchises worldwide. What are key concrete and practical facilitation indicators that are a priority for international tourism investors in transition economy countries and why are they a priority?
- Based on your experience as a global brand in the hospitality industry with a presence in global markets:
  - from a regional integration point of view, what could be improved to help expand the development of the tourism sector?
  - what measures can governments do at the national and regional levels to attract global brands?
- How can traditional investors capitalize on innovation and create businesses that achieve scale in the tourism sector? How important is the issue of local human resources for the development of businesses, including for brands such as yours? How do they trade off the balance between current business models and new business models?

## ANNEX V - Terms of reference of Panel 2 – GTIF

### **UNWTO GLOBAL TOURISM INVESTMENT FORUM IN AFRICA**

#### **Panel 2**

#### ***Development of the Tourism Sector: Evolution of Tourism in Africa***

#### **TERMS OF REFERENCE**



**Sofitel Abidjan Hôtel Ivoire, 20 – 22 February 2020**

## 1. CONTEXT AND JUSTIFICATION

The UNWTO Global Tourism Investment Forum in Africa will be held from 20 to 22 February 2020 in Abidjan, Côte d'Ivoire. Placed under the aegis of the World Tourism Organization (UNWTO), this forum dedicated to the public and private sectors of Africa and the world will bring together actors from the tourism industry, business leaders, investors, financiers, builders, equipment manufacturers, managers, tour operators, policy makers and journalists from Africa and around the world. It aims to be a platform for meetings and exchanges on development issues and the mobilization of resources for tourism investments in Africa.

This first edition, focusing on Foreign Direct Investment (FDI) in Africa, will feature welcome addresses, ministerial conferences, B2B or B2C meetings and finally two panels led by entities and organizations duly selected for their expertise in the subject in the African context.

The organization of the first forum of this kind in Abidjan is an opportunity for Africa to promote its priority programmes and projects in the presence of leading actors of the national and international investor community, at a time when tourism has confirmed itself as a sector that creates wealth and generates jobs worldwide.

To this end, the present terms of reference establish the modalities of organization of the second panel which deals with "Development of the tourism sector in Africa".

## 2. OBJECTIVES OF THE PANEL

The general objective of the panel is to present the global trends of tourism development in Africa.

Specific subjects to be discussed are:

- the evolution of the development of tourism, the main orientations and policies on the continent for the development of the sector;
- strategies and models for developing tourism offerings on a continental scale;



- the evolution of marketing and promotion strategies with a view to capturing tourism demand in generating markets.

### **3. METHODOLOGICAL APPROACH**

The panel will take place in a plenary session open to all participants. With a duration of one hour and fifteen (01:15) minutes, it will be led by a moderator who will give the floor to the speakers. Each panellist has 10 minutes to speak. Thereafter, the moderator will summarize the different interventions and open the question & answer session to the audience. At the end of the discussions, the moderator will formulate a conclusion to close the panel.

- the types of projects carried out and those in progress with their impact on the development of the sector;
- the outlook for the hotel sector in Africa.

## ANNEX VI - Terms of reference of Ministerial Meeting – GTIF

### **UNWTO GLOBAL TOURISM INVESTMENT FORUM IN AFRICA**

#### ***Closed door Ministers Meeting***

#### **TERMS OF REFERENCE**

**Sofitel Abidjan Hôtel Ivoire, 20 – 22 February 2020**

##### **1. CONTEXT AND JUSTIFICATION**

With a view to enabling all the countries of Africa to partake in the economic benefits generated by tourism and with the aim of reaching 10.2% growth in world GDP, the World Tourism Organization, during the 23rd UNWTO General Assembly, held in Saint Petersburg, Russia, in September 2019, designated Côte d'Ivoire to host the first UNWTO Global Tourism Investment Forum in Africa.

Thus, the forum will be held at the convention centre of the Sofitel Abidjan Hôtel Ivoire, on 20-22 February 2020, under the aegis of the World Tourism Organization (UNWTO) and will bring together all the donors and stakeholders in the ecosystem of the global tourism industry.

Within the programme of this international tourism event with an economic and financial focus, there will be a restricted closed door Ministers meeting, in which the ministers in charge of tourism of the countries present will exchange experiences on the two (2) crucial issues:

- (i) Measures to facilitate access to African countries;
- (ii) Security and investment in tourism.

## **2. OBJECTIVES**

### **2.1 General objective**

The objective of the Closed door Ministers Meeting, in the discussion of the two (2) selected subjects, is to identify measures to facilitate access to African destinations and to highlight the conditions needed for proper control of threats in order to better attract and secure investments.

### **2.2 Specific objectives**

Among the specific subjects to be discussed are:

- Addressing connectivity issues (accessibility, seamless transport flows, etc.);
- Identifying the difficulties associated with obtaining visas (red tape, online registration difficulties, etc.);
- Controlling prices and costs (high cost of transport and related services, high cost of airport ground handling and assistance, etc.);
- Identifying threats (direct and indirect); their sources and impacts on activity in general and on investments in particular;
- Exploring solutions to achieve expertise in crisis communication;
- Reflecting upon strategies to improve the image of Africa in the media;
- Adopting resolutions on the two (2) subjects to be included in the programmes of the sessions of community organizations.

### **3. EXPECTED RESULTS**

- Connectivity issues are addressed;
- Difficulties in obtaining visas are identified;
- Prices and costs are brought under control;
- The threats and risks inherent in investments are identified;
- Communication solutions are offered;
- A reflection is carried out on the improvement of the image of Africa in the media;
- Resolutions are adopted on the two (2) themes of the Closed door Ministers Meeting.

### **4. METHODOLOGICAL APPROACH AND ORGANIZATIONAL FRAMEWORK**

#### **4.1 Methodology**

The Closed door Ministers Meeting will bring together the ministers of tourism and probably the ministers responsible for transport and security.



Technical collaborators, invited guests and experts will assist the ministers without taking part in the debates.

The people admitted to the room will be determined by the organizers according to their qualities. Their number will be defined by the organizers.

The duration of the closed door Ministers Meeting is two (2) hours.

## 4.2 Proceedings

### 4.2.1 On the first theme: Measures to facilitate access to African countries;

The Ministers will focus on:

- The current situation (assessment) of the rules and regulations in force (regional or cross-country approaches) and their effects;
- A review of new good practices of competitiveness in the world (open skies, connectivity, mobility, accessibility, low-cost, taxes and reduction in the cost of destinations);
- Technological developments as a means of facilitating e-visa formalities, biometrics, e-ticketing;
- A common strategic approach with a view to removing bottlenecks and other constraints.

### 4.2.2 On the second theme: Security and investment in tourism

The Ministers will address the questions below relating to:

- The review of security indicators in Africa in relation to tourism activity (impacts) and investments;
- The image of Africa, communication in times of crisis and the management of misleading information;

- The environment, understanding of risks and threats and attractiveness in terms of investment;
- Security as a determining factor in mobilizing investment.

#### **4.3 Organization**

A prominent figure will be designated from among the participants to lead the debates. The resolutions are to be noted by the collaborators of the Ministers present designated for this purpose. A report in the form of resolutions is to be read at the end of the meeting by a spokesperson appointed by all the ministers.



## ANNEX VII – Communiqué of Ministerial Meeting - GTIF

### **UNWTO GLOBAL TOURISM INVESTMENT FORUM IN AFRICA**

Sofitel Abidjan Hôtel Ivoire, Abidjan, Côte d'Ivoire, 20-22 February 2020

#### MINISTERIAL MEETING

### **COMMUNIQUÉ**

The Ministerial Conference on the theme “**Fostering African Tourism through Investment**”, organized in the framework of the 1st UNWTO Global Tourism Investment Forum in Africa, was held in the Abidjan Sofitel Hôtel Ivoire, on Thursday, 20 February 2020, from 4:10 p.m. to 5:40 p.m.

The Conference was chaired by Mr. Siandou FOFANA, Minister of Tourism and Leisure of the host country, Republic of Côte d'Ivoire, in the presence of Mr. Abdoul Karim SANGO, Vice-Chair of the Regional Commission for Africa, and Mr. Zurab Pololikashvili, Secretary-General of the World Tourism Organization. It brought together fellow ministers from Mali, the Democratic Republic of Congo, Sierra Leone, The Gambia, Senegal, Burkina Faso, South Africa, the Central African Republic, and Gabon, with Zimbabwe and Zambia as observers.

The discussions were cordial and productive.

The general objective of the ministerial conference was to identify measures to facilitate access to African destinations and to highlight the conditions needed for the proper control of threats in order to better attract and secure investments.

### **The Ministers discussed:**

- connectivity issues in air transport;
- difficulties in obtaining visas for tourists in most of the States;
- the high cost of African destinations;
- the containment of threats affecting source markets and investments;
- communication in times of crisis;
- improving the image of Africa in the media;
- the idea of a Community Fund for Tourism and Hotel Investment and Development.

During the Ministerial Conference, the following resolutions were adopted:

### ***Regarding measures to facilitate access to African countries;***

Recommendations:

- Promote cooperation among transport authorities, tourism authorities and other ministries with related responsibilities, including finance, economic planning, energy, environment and trade, and the compatibility of the decisions they take;
- Carry out a destination management strategy based on a combination of products, through good integration of tourism and travel, aviation and other service sectors and basic products, so as to break the vicious cycle of economic and logistical constraints and to favour structural transformation;

- Institutionalize, at the state level, the Single African Air Transport Market (SAATM), by establishing the legal and regulatory framework necessary at the national level to allow its full establishment;
- Formulate a marketing and promotion strategy supporting the development of tourism products as well as air transport services and highlight the uniqueness of Africa compared to the rest of the world;
- Adopt solutions for opening up visa regimes as part of policy reforms for the free movement of people in Africa, making maximum use of information and communication technologies to improve visa issuance procedures;
- Share and exchange knowledge, experiences and best practices using suitable data and statistics, including among themselves (South-South cooperation), in order to benefit from experiences in the region;
- Take practical measures to create a transparent, stable and predictable investment climate to support the development of high-quality aviation and tourism infrastructure;
- Provide the necessary incentives, environment and support to the private sector for its effective participation in the development of tourism and aviation in Africa.

### ***Regarding security and investment in tourism***

Recommendations:

- Consider tourism security as an area of excellence and as a decisive choice criterion for travellers and also as a source of employment for host countries, thus contributing to the objective of enhancing human development;
- Establish a reference system compiling good practices and the best responses and offer it to member states, affiliate members and African partners faced with or wishing to forestall the risks and threats to which their guests and customers, their staff, their structures and infrastructures and their activities are exposed;
- Call upon decision makers to carry out appropriate responses, in the form of information, planning, organization, specialized experts, dedicated

tools, processes and/or ad hoc operations, to address risks and threats, whether natural, health, transport, social, criminal, or industrial, which all travellers face;

- Encourage decision makers to consider crisis communication as an essential element of an good crisis management system, as it helps limit the negative impacts of crises by responding in an effective, timely and responsible manner to the information needs of all stakeholders of the sector;
- Encourage member states, national tourism organizations, destination management organizations and private sector entities in the travel and tourism sector to use the Toolbox for Crisis Communications in Tourism and use it as a practical guide to effectively meet the challenges caused by crises;
- Highlight the importance of having detailed protocols, checklists, standard templates categorized by type of crisis and by media category, guidelines for measuring effectiveness, best practices and knowing how to use social media in times of crisis;
- Encourage the establishment of a tourism security chain (from arrival to the territory until departure, from the alert after the incident until the return to normality);
- Promote the participation of tourism populations in local plans (business continuity, security, crisis management, evacuation, etc.);
- Establish a territorial network (strategic sites: notable, natural and historical sites);
- Carry out sectoral organization (hotels, restaurants, airports, stations, ports, fairs and trade shows, stadiums and theatres);
- Promote the deployment and visibility throughout the territory of an agency dedicated to attending to foreigners through the establishment of a tourism police;
- Encourage an active relationship with the generating countries (law enforcement, foreign affairs) in order to utilize georeferenced, relevant and regularly updated information, ensuring that the corresponding publication interfaces are explained to users in order to facilitate the dissemination of information, thus acquiring an increasingly important role in the issuance of travel advisories;
- Take urgent legal, technical and financial measures for the creation of a community fund to support investment and the development of tourism in Africa.



## ANNEX VIII – GTIF Opening Speech by UNWTO Secretary General **UNWTO GLOBAL TOURISM INVESTMENT FORUM IN AFRICA**

### **CLOSING REMARKS**

#### **UNWTO SECRETARY GENERAL**

**21<sup>st</sup> February 2020**

**Abidjan, Côte d'Ivoire**

Minister of Tourism and Leisure Siandou Fofana

Your excellences,

Esteemed delegates,

Ladies and gentlemen,

I would like to begin by thanking you all for your valuable contributions throughout this Forum.

In particular, I am sure you will join me in expressing our gratitude to Minister of Tourism Siandou Fofana for making this event possible.

In such times as these, when the global community faces political uncertainties and health emergencies that know no borders, such high-level support for tourism is vital.

This will, I am sure, be the first of many high-level events dedicated to promoting investment in African tourism.

As many of you will know, this year marks the start of the “Decade of Action”. We have just 10 years to make good on the pledges we made for the Sustainable Development Agenda.

Just 10 years to realize all the Sustainable Development Goals. To make a better and fairer world with nobody left behind.

Tourism has the power to make these big ambitions a reality.



And African tourism has the power to transform millions of lives for the better. But only if it is grown in a responsible manner.

The UNWTO Agenda for Africa, created in partnership with you, is a roadmap for action.

Unlocking growth through the promotion of investments and through the power of public-private partnerships, is a key part of this Agenda.

As demonstrated at this Forum, it something that has support at the very highest level.

But our work here is just beginning.

We must work together to make this continent more attractive to both internal and external investors.

That means putting in place the infrastructure they want to see. It means building strong partnerships between the public and private sectors. And it means lowering the barriers to cross-border cooperation.

I can assure you that you will have UNWTO's support every step of the way.

Later this year, we will be stepping up our commitment to African tourism.

I am delighted to announce that we will be launching a new digital campaign, urging people to think again about Africa.

By showing the human side of tourism here, we will promote Africa as an exciting place to visit – and a rewarding place to invest.

I also look forward to meeting with you again to implement the recommendations of this Forum, and in particular of the Ministerial Conference and the High Level Panels.

Thank you all once again for your contributions, and I wish you all safe journeys home.

## ANNEX IX – GTIF Closing Speech by UNWTO Secretary General

### UNWTO GLOBAL TOURISM INVESTMENT FORUM IN AFRICA

#### CLOSING REMARKS

#### UNWTO SECRETARY GENERAL

**21<sup>st</sup> February 2020**

**Abidjan, Côte d'Ivoire**

- My dear friend/brother Siandou Fofana, Minister of Tourism and Leisure – your dedication and strong leadership has contributed immensely to the success of this historic event
- I would like to acknowledge the presence of all our African Ministers, Ambassadors, dignitaries and delegates who has travelled from far to be part of this important event.
- A special thank you to the Minister and his team for their dedication and commitment to make this event a reality – (refer to past event in Dubai)

**Dear Minister Fofana, Ministers, dignitaries, and authorities.**

- I am extremely glad of the fruitful discussions and deliberations that happened during the Ministerial Conference and the High Level Panels yesterday.
- As you know, the *UNWTO Agenda for Africa – Tourism for Inclusive growth* was conceptualised through a consultative process and by working closely with you – the member states from the continent, with a focus on 10 key priority areas, to link the development of sustainable tourism in Africa to the 17 Sustainable Development Goals;
- Rightfully so, Côte d'Ivoire has taken a lead on the priority relating to “Unlocking Growth through Investment Promotion and Public Private Partnerships” and the achievement of this forum is a clear reflection

of the commitment made by the Minister and his team and the government of Côte d'Ivoire

- Due to its transversal nature; investing in tourism not only help to develop the sector in the country, but it also translates into positive impacts for local communities by creating access to basic water, waste, energy, communications and health services.
- It is therefore paramount to continue creating the right environment to attract opportunities for each country of the continent
- We are proud to support initiatives from our member states contributing to the economic development of their nations, while promoting economic development and preserving our environment;
- We are looking forward to the implementation of the recommendations shared during the Ministerial Conference and High Level Panels
- Again, I would like to sincerely congratulate our host Côte d'Ivoire for the amazing welcome and organization of this first forum on the continent, Thank you dear Minister, for your leadership, for making this event a reality and for the incredible welcome. It is always a pleasure returning to this beautiful country.
- Thank you all again for your participation and commitment towards developing a strong and sustainable tourism on the continent.

## ANNEX X – Closing speech DG of Côte d’Ivoire Tourisme

DISCOURS de clôture Madame Nassénéba Touré Diané, Directrice Générale de Côte d’Ivoire Tourisme -  
21 février 2020

- ¶ Monsieur le Vice-Président de la République de Côte d’Ivoire, Daniel Kablan DUNCAN ;
- ¶ Monsieur le Secrétaire général de l’Organisation Mondiale du Tourisme (OMT) ;
- ¶ Monsieur le Ministre de la Culture, des Arts et du Tourisme du Burkina Faso, vice-Président de la Commission pour l’Afrique de l’OMT ;
- ¶ Monsieur le Ministre auprès du Président de la République chargé des relations avec les Institutions de la République ;
- ¶ Mesdames et Messieurs les Ministres Africains ;
- ¶ Monsieur le Ministre du Tourisme et des Loisirs de Côte d’Ivoire ;
- ¶ Mesdames et Messieurs les Ministres, membres du Gouvernement ivoirien ;
- ¶ Excellences, Mesdames et Messieurs les Ambassadeurs et Membres du Corps diplomatique ;
- ¶ Mesdames et Messieurs les Représentants des Organisations bilatérales, régionales et multilatérales de développement ;
- ¶ Monsieur le Maire de la Commune de Cocody ;
- ¶ Mesdames et Messieurs les Opérateurs du Secteur Touristique ;
- ¶ Mesdames et Messieurs les Directeurs Généraux et Centraux ;
- ¶ Honorables invités ;
- ¶ Distingués Chefs traditionnels ;
- ¶ Vénérés Guides religieux ;
- ¶ Chers amis des médias ;
- ¶ Mesdames et Messieurs,

Le 1er forum mondial de l'Organisation Mondiale du Tourisme (OMT) sur l'investissement touristique en Afrique, s'est tenu au Palais des Congrès du Sofitel hôtel Ivoire du 20 au 22 février 2020 à Abidjan en Côte d'Ivoire, sous le haut patronage de Son Excellence Monsieur Daniel Kablan DUNCAN, Vice-Président de la République de Côte d'Ivoire.

L'objectif de ce forum mondial a été de promouvoir les investissements pour le développement et la valorisation du tourisme en Afrique.

Spécifiquement, ce forum visait à présenter les opportunités d'investissement dans le tourisme en Afrique et à mettre en relation d'affaires des porteurs de projets avec des investisseurs.

Il a vu la participation d'administrations nationales du tourisme, d'institutions et de bailleurs de fonds, de constructeurs immobiliers, des équipementiers, de professionnels du voyage et compagnies aériennes, de tour-opérateurs, de fonds d'investissements et organismes d'engineering.

Ce forum s'est inscrit également dans un partage d'expériences pertinentes en matière de mobilisation des investissements.

Le forum s'est articulé autour des axes suivants :

- la cérémonie d'ouverture
- la conférence ministérielle restreinte
- les rencontres d'affaires
- les panels thématiques
- la bourse aux projets africains
- les expositions
- les audiences avec les autorités ivoiriennes
- les visites touristiques, un dîner gala de clôture et la présente cérémonie de clôture.

La cérémonie d'ouverture du forum a été rehaussée par la présence du Vice-Président de la République de Côte d'Ivoire, Son Excellence Monsieur Daniel Kablan DUNCAN, du Secrétaire

Général de l'Organisation Mondiale du Tourisme (OMT), Monsieur Zurab POLOLIKASHVILI, de Ministres et Vices Ministres en charge du tourisme de 09 pays africains à savoir, le Burkina Faso, la République de Centrafrique, la République Démocratique du Congo, la Gambie, le Mali, le Sénégal, l'Afrique du Sud et la Sierra Leone, de Ministres du Gouvernement ivoirien, du Vice-Président de la Commission Afrique de l'OMT, Monsieur Abdul Karim SANGO.

La cérémonie d'ouverture a été ponctuée des allocutions respectives de :

- Monsieur Jean Marc YACE, Maire de la Commune de Cocody ;
- Monsieur Siandou Fofana, Ministre du Tourisme et des Loisirs de la République de Côte d'Ivoire ;
- Monsieur Abdul Karim SANGO, Vice-Président de la CAF OMT ;
- Monsieur Zurab Pololikashvili, Secrétaire Général de l'Organisation Mondiale du Tourisme ;
- Monsieur Daniel Kablan DUNCAN, Vice-Président de la République de Côte d'Ivoire.

La cérémonie a été suivie de la visite des stands ressortant les potentialités économiques et culturelles des pays.

Après le déjeuner une étude cas sur l'environnement des affaires pour le partage des meilleures pratiques a été faite par le Rwanda. Il est important de souligner que le programme a inscrit la présentation des projets par les pays. Ainsi, 09 pays, la Côte d'Ivoire, la Zambie, le Mali, l'Afrique du Sud, le Sénégal, le Rwanda, Djibouti, la Gambie, le Burkina Faso ont exposé leurs projets. A cet effet :

- La Côte d'Ivoire, est intervenue sur les projets structurants et hôteliers de sa stratégie de développement « Sublime Côte d'Ivoire »;
- La Zambie a proposé 02 projets : The Convention Centre and Hotels des chutes Victoria et the Kafue National Park Eco Tourism development ;
- Le Mali, quant à lui a présenté un projet touristique bâti sur le Lac Selingue ;
- L'Afrique du Sud portait 03 projets localisés à Durban, Nonoti et Eastern Cape ;
- Le Sénégal, a présenté des projets situés à M'bodiene ;
- Le Rwanda a exposé sur ses projets de la « Kivu Belt » ;
- Djibouti a fait une communication relative à l'environnement général du développement du tourisme à Djibouti ;



- La Gambie, a communiqué sur les opportunités d'investissement ;
- Le Burkina a enfin présenté un projet de construction d'un parc d'attraction à Ouagadougou.

Par ailleurs, une réunion ministérielle restreinte présidée par Monsieur Siandou FOFANA, Ministre du Tourisme et des Loisirs de la République de Côte d'Ivoire a été organisée le jeudi 20 février 2020. Les Ministres ont échangé sur :

- les problèmes de connectivité dans le transport aérien ;
- les difficultés liées à l'obtention des visas pour les touristes dans la plupart des Etats ;
- la cherté des destinations africaines ;
- la sécurisation des investissements dans le cadre de l'amélioration du climat des affaires ;
- la communication en période de crise ;
- l'amélioration de l'image de l'Afrique dans les médias ;
- la création d'un Fonds Communautaire d'Investissement et de Développement Touristique et Hôtelier aussi que dans les programmes des sessions des organisations communautaires.

A l'occasion de cette rencontre ministérielle, l'idée de la création d'un Fonds Panafricain du Tourisme a été émise et les Etats africains ont été invités à se joindre à cette initiative.

Il faut noter la réalisation de deux panels thématiques :

Le panel 1 dont le thème a été : « *Investir dans le tourisme en Afrique. Cadre incitatif, juridique, fiscal* » s'est focalisé sur le cadre juridique, l'environnement réglementaire et sécuritaire, comme indispensable à l'investissement dans le secteur du tourisme.

Le panel 2 a mis l'accent sur le « *Développement du Secteur du tourisme. Évolution du tourisme en Afrique* ».

En bref, l'Afrique regorge de nombreuses potentialités et le développement du tourisme en Afrique, est une piste crédible pour le développement socio-économique de ses Etats. Ces Etats ont cependant des défis à relever à travers des projets d'investissements ambitieux, pertinents et crédibles.

Au cours des rencontres B to B, qui se sont réalisées le vendredi 21 février 2020, des contacts ont été solidement établis entre des investisseurs (Banque et établissements financiers, construction d'infrastructures, apporteurs d'affaires d'Afrique, d'Europe et d'Asie) et des porteurs de projets. 132 porteurs de projets d'intérêts touristiques ont été présentés.

Un dîner gala offert aux participants et animé par ballet national, le Groupe musical Magic system et d'autres artistes ivoiriens a clôturé la journée du jeudi 20 février 2020.

Trois excursions distinctes sont prévues demain, samedi 23 février 2020 :

- la 1ère dans la Ville historique, patrimoine mondial de l'UNESCO à Grand Bassam après une escale au Centre Artisanal de la ville d'Abidjan (CAVA) ;
- la seconde purement écotouristique au domaine BINI à une cinquantaine de kilométrés sur l'autoroute du nord, après Abidjan ;
- la troisième excursion est une balade sur la lagune Ébrié d'Abidjan.

Je vous remercie de votre aimable attention.

— END —