Tourism Investments and Economic Development in Europe
Side conference – 70th meeting of the Commission for Europe
9 April 2024 – Tirana, Albania

Preliminary Programme

10:00 – 10:20  Opening and Welcome Remarks
   - Belinda Balluku, Deputy Prime Minister and Minister of Infrastructure and Energy of Albania
   - Mirela Kumbaro Furxhi, Minister of Tourism and Environment of Albania
   - Zurab Pololikashvili, Secretary-General, UN Tourism


10:30 – 10:45  Keynote address: “Global Tourism Investment Trends and Opportunities”
   Presentation of the “Tourism Doing Business: Investing in Albania”
   - Natalia Bayona, Executive Director, UN Tourism

10:45 – 11:45  High-Level Panel: Accelerating tourism investments for positive change and for the benefit for all
   The session will explore how targeted investments can catalyse positive change within the tourism sector, driving economic growth, job creation, and infrastructure development.
   - Speakers TBD

11:45 – 12:45  Tourism investments in Albania: success stories and future prospects
   The session will showcase successful examples of collaboration between governments, private sector entities, investors in driving tourism investments and fostering a conducive investment environment.
   - Speakers TBD

12:45 – 13:00  Closing remarks
   - Speakers TBD

13:15 – 15:00  Lunch
   Location TBD