

# Investour



*In collaboration with*

**CÔTE D'IVOIRE**



**XI TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA**

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

**PROVISIONAL PROGRAMME**

## OPENING CEREMONY<sup>1</sup>

08:30 – 09:30 Registration

09:30 – 10:30 Official Opening Ceremony

- *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
- D<sup>a</sup>. 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

## ROUND TABLE<sup>2</sup>

11:45-13:15 Creative industries and rural tourism development: an African perspective

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.

<sup>1</sup> at Auditorio Sur – IFEMA, Feria de Madrid (planta -2 Entrada Sur, Edificio de Oficinas)

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

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

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

15:15 – 17:15 Project Presentations (by invitations only)<sup>5</sup>

<sup>3</sup> Vestíbulo Auditorio Sur

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

<sup>5</sup> COFFEE BREAK PROVIDED DURING THE SESSION