



## **X TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA**

FITUR (IFEMA), Madrid, Spain, 24 January 2019

### **PROVISIONAL PROGRAMME**

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

09:00 – 10:00 Registration

10:00 – 10:15 Official photo

10:15 – 11:00 Official Opening Ceremony

- Welcome Remarks by Master of Ceremony
- IFEMA
- Casa África
- UNWTO
- High-Level Dignitaries

11:00-11:45 Presentations:

- Presentation by the host of the 62<sup>nd</sup> UNWTO Commission for Africa (CAF) Mali – Signature of the agreement
- INVESTOUR AWARD FOR SUSTAINABLE PROJECTS IN TOURISM

*In the framework of the 10<sup>th</sup> anniversary of INVESTOUR, the forum will celebrate and recognize a successful touristic project initiative emanating out of and developed through the B2B meetings Sessions of INVESTOUR.*

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

11:45-12:30 **Session 1: Safe and seamless travel in Africa: fostering resilience and risk management in the tourism sector**

Safety and security challenges can have a damaging impact on the development of the tourism sector in a country. Crime, health hazards, natural disasters, violence and political instability are all concerns that adversely impact the image of a destination, travelers' behavior, and tourism demand in a country.

Intelligence and Data-sharing technologies as well as better cooperation between member states, international organizations and the private sector are key instigators for creating improved safety and security frameworks and a flourishing environment for the whole tourism and travel value chain.

With that in mind, the first session of the roundtable aims at addressing:

- The security landscape and safety challenges faced today from a national and regional perspective
- The best practices of effective coping mechanisms for fostering resilience to enhance the attractiveness of destinations and respond to the adverse impact of travel advisories
- Exploring different approaches for facilitating seamless travel and harness tourism as an agent for peace
- The implementation of effective crisis management schemes and the cooperation mechanisms at the national level in order to tailor an adequate regional response to security

<sup>1</sup> N104 NORTH CONVENTION CENTRE – 1st floor – North Entrance

<sup>2</sup> N104 NORTH CONVENTION CENTRE – 1st floor – North Entrance

## UNWTO/NEPAD TOURISM TECH ADVENTURE

12:30-13:15

**PRESENTATIONS: The UNWTO/NEPAD Tourism Tech Adventure: Promoting African Tourism Innovation**

UNWTO is launching the UNWTO/NEPAD Tourism Tech Adventure: Promoting African Tourism Innovation, dedicated to identifying the start-ups that will lead the transformation of the tourism sector in the region. This initiative aims to challenge young African entrepreneurs to design innovative startups that would contribute positively to the facilitation of travel and tourism in their respective countries or in the region as a whole. The 5 winners will be invited to give a 5 minute presentation with which they can pitch their idea.

## ROUND TABLE SESSIONS

13:15 –14:00

**Session 2 : Embracing Digital Transformation, Innovation and Promoting Niche Tourism products**

In 2017, Africa saw a 9% increase in tourist arrivals, contributing to the highest growth in international arrivals around the world since 2010. These results highlight the sector's potential to drive socio-economic development across the continent. On the other hand, Africa is experiencing an emergence in technologies which are disrupting both business and society through increased local, regional and global connectivity. This trend is impacting positive growth of foreign direct investment, risk investments and entrepreneurship hubs exemplifying the importance of embracing innovative approaches for improved quality of the tourism industry.

Furthermore, diversification of tourism products through capitalizing on niche tourism products are becoming significant channels for accelerating sustainable and inclusive tourism therefore driving investment and job creation.

Against this backdrop, this session will explore:

- How to create an enabling environment that stimulates the growth of innovation and entrepreneurship in the continent
- Fostering tourism through innovation and embracing of digital transformation and diversification of niche tourism products.
- Means of diversifying the tourism products that the continent has to offer through focusing on niche tourism products such as cultural tourism, promotion of traditional sports...etc.

14:00-14:15

Closing remarks

## LUNCH

14:15 – 15:45      Networking Cocktail offered by INVESTOUR to the participants<sup>3</sup>

14:15 – 15:45      Luncheon for the African Tourism Ministers offered by FITUR<sup>4</sup>– By Invitation only

## BUSINESS-TO-BUSINESS MEETINGS SESSION<sup>5</sup>

15:15 – 16:15      Registration

16:15 – 19:00      B2B Meetings (Business to Business)

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<sup>3</sup> Sala Neptuno

<sup>4</sup> North Convention and Congress Center, Room Colon, Second Floor

<sup>5</sup> Pavilion 9, Stand 9 D08