

FINAL REPORT

INVESTOUR: guest region ECOWAS

1. General evaluation

The first edition of INVESTOUR jointly organised by UNWTO, FITUR and Casa África, in collaboration with the Secretary of State for Foreign Affairs, the Secretary of State for Trade, the Chamber of Commerce of Madrid, the Spanish Confederation of Business Organisations (CEOE) and the Madrid Business Confederation (CEIM), has been a success. The guest region in this first edition was ECOWAS, thereby fulfilling the commitment expressed by the President of the Spanish Government to the Heads of State of the ECOWAS countries in the Abuja summit held in June 2010.

ECOWAS was represented by Commissioner Daramy, responsible for Trade, Customs and Free Movement, who was invited by Casa África, and was accompanied by Ambassador Losada, as well as by the ECOWAS President's senior adviser and an expert in charge of Tourism.

In terms of the ECOWAS Member States, the Tourism Ministers from Benin, Burkina Faso, Côte d'Ivoire, Niger and Senegal and the Deputy Ministers from Ghana, Mali and Liberia took part. Other African tourism ministers participated in some of the activities programmed by INVESTOUR, including those from Cameroon, Kenya, Tanzania and Zimbabwe. Within the framework of the inauguration of FITUR, Their Majesties the King and Queen of Spain greeted the African ministers and diplomatic representatives.

The **objective** of the encounter was to promote relations between Spain and Africa in the tourism sector and to boost Africa's profile by creating an annual forum within the FITUR trade fair. At the same time, the intention is to promote the African message that tourism can be an integral, sustainable sector of socio-economic development with the potential to create employment, in line with the Euro-African Lisbon Summit commitments of 2007. Holding this business forum at FITUR also offers the African participants the opportunity to make direct contact with tour operators and other exhibitors at the fair.

Following the institutional key speeches, in the **morning session**, Casa África presented the successful cases of two businessmen in Africa (a Spanish-led company in Senegal and a Malian working in his own country) and the UNWTO presented two studies (one on Spanish outbound tourism market to Africa and the Middle East and the other on the potential of national parks in the West African Region) and one project for the World Cup 2010 in South Africa. This session was followed with interest by a

packed audience and ended with a long debate in which many of the attendees took part.

Apart from the **significant institutional involvement** and participation on the part of the African authorities in the morning session, a workshop of **business-to-business (B2B) meetings** was held in the afternoon between private operators, mainly from ECOWAS countries, and Spanish operators. The **economic advisers** of the three Spanish Trade and Economic Offices in ECOWAS countries (Ghana, Nigeria and Senegal) were available to advise those businessmen present.

Although the participation of the **Spanish operators** was not as selective or as representative as the event organisers had initially envisaged, the B2B session proved more than satisfactory, according to the comments made to us by the African businessmen who participated in it.

It should be highlighted that the **African businessmen** invited by Casa África and selected by their respective countries complied perfectly with the profile that had previously been set out: small- and medium-sized businesses (travel agents, accommodation sector and national operators), and that this was a decisive factor in the success of the encounter.

In terms of **media impact**, both Africa and Casa África have enjoyed significant levels of visibility, with coverage on Spanish TV (Telediario de la 1, La 2 Noticias), in the French magazine Jeune Afrique, in Iberia's in-flight magazine Ronda, El País newspaper, specialist Internet media and the written press, among others). This visibility would not have been possible without the support of FITUR.

2. Technical specifications of the event:

Event name: INVESTOUR Forum de Inversiones para África / Tourism Investment Forum for Africa / Forum d'Investissement Touristique pour l'Afrique.

Date: 21st January, 2010

Place: Convention Centre (North) IFEMA

Room N 115-N 116 (morning session)

Room N 104 (Workshop - B2B session)

Sala Colón for the cocktail organised by Casa África for participants

Sala Neptuno for the lunch offered to ministers from African and Middle Eastern countries by the UNWTO and IFEMA.

3. Participants:

- Total numbers:

Final number of participants 21st January: 304 people

36.51% Spanish participants

63.48% African participants

Number of *no shows*: 51 people (out of 297 people registered)

12.12% Spanish participants

5.05% African participants.

- African countries:

A total of 29 countries participated: Algeria, Angola, Benin, Burkina Faso, Capo Verde, Cameron, Congo, Côte d'Ivoire, Ethiopia, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Liberia, Morocco, Mali, Mauritania, Mozambique, Namibia, Niger, Nigeria, São Tomé and Príncipe, Senegal, Sierra Leona, Tanzania, Togo, Tunisia, Zimbabwe.

4. Workshop:

The total number of meetings set up, according to the forms received, was 256. The final participation of Spanish companies stood at 34 companies. A total number of 112 projects from African governments or companies were presented. However, not all of them attended the forum and some were presented by the same person. In the end, 21 African countries took part in the workshop and 63 companies or governments sent in the form requesting a meeting with Spanish businesses.