



Invited Region  
Région invitée



## **TOURISM INVESTMENT FORUM FOR AFRICA – INVESTOUR**

FITUR (IFEMA), Madrid, Spain, 20 January 2011

### **PROVISIONAL PROGRAMME**

#### **First session (9.30 – 14.00) Room N115-116**

**9.00 – 9.30**

**Registration of participants**

**9.30 – 10.15**

**Official Opening**

- Mr. Luis Eduardo Cortés, Chairman of the IFEMA Executive Committee
- Mr. José Eugenio Salarich, Director General of International Economic Relations and Energy Affairs, MAEC and Councillor of Casa África
- H.E. Netumbo Nandi-Ndaitwah, Minister of Environment and Tourism Namibia and representative of the country heading the SADC troika.
- Dr. Joao Samuel Caholo, Deputy Executive Secretary (SADC)
- Dr. Taleb Rifai, Secretary-General, United Nations World Tourism Organization (UNWTO)

**10.15 – 10.30**

**Coffee break**

**10.30 – 12.30**

**Moderator: H.E. Mr. Filippe Savadogo, Minister of Culture, Tourism and Communication of Burkina Faso and Vice-chairperson of the UNWTO Commission for Africa (CAF)**

**10.30 – 11.00**

**Presentation on “The Tourism Market in Africa” – Mr. John Kester, Manager of Tourism Trends and Marketing Strategies Programme**

- 11.00 – 12.00 **Multilateral and bilateral funding for the tourism industry in Sub-Saharan Africa**  
 - Mr. Enrique Féas, Trade Policy with Mediterranean Countries, Africa and the Middle East, Ministry for Tourism, Industry and Trade  
 - Mr. Carlos San Basilio, General Manager, COFIDES
- 12.00 – 12.30 **Debate – round of questions**
- 12.30 – 13.50** **Moderator: H.E. El Hadj Baba Hamadou, Tourism Minister of Cameroon and Chairperson of the UNWTO Commission for Africa (CAF)**
- 12.30 – 13.00 **Boundless Southern Africa – Transfrontier Conservation Areas (TFCAs)** – Mr. Francis Mfune, Executive Director, RETOSA
- All African Games in Mozambique – A regional Mega Event** – H.E. Mr. Fernando Sumbana Junior, Minister of Tourism, Mozambique
- 13.00 – 13.30 **An African Success Story – Introduction by the Director General of Casa África** - Mr. Ricardo Martínez Vázquez  
 Presentation by Mrs. Edurne Martínez García, Africa pride Botswana and Elephant Trails Safari Co., mixed African-Spanish companies
- 13.30 – 13.50 **Debate – round of questions**
- 13.50 – 14.00** **Introduction to the B2B session - Proexca**
- 14.00 – 15.00** **Cocktail offered by INVESTOUR 2011 to participants – Neptuno Room**
- 14.00 – 15.00** **Luncheon for the African and the Middle East Tourism Ministers hosted by IFEMA and UNWTO – Colón Room**

### **Second session (15.00 – 19.00) Room N105-106**

#### **Business to Business meetings (B2B)**

Each African participant will be provided with a desk to receive the Spanish counterparts on a prearranged meeting schedule, on the basis of the information provided in the registration form. All participants must have their own necessary logistic material in order to guarantee a successful meeting (Laptop, leaflets, catalogs etc....)

*N.B. Participants are informed that there will be no technical assistance available such as computers with printers, photocopier, fax, scanner nor internet.*