



TOURISM INVESTMENT FORUM FOR AFRICA – INVESTOUR
 FITUR (IFEMA), North Entrance
 Madrid, Spain, 19 January 2012

PROVISIONAL PROGRAMME

First session (Room to be confirmed)

9.00 – 9.30

Registration for morning and afternoon sessions

9.30 – 10.30

Official Opening

- Introduction Mr. Ousmane Ndiaye, Regional Director UNWTO Programme for Africa
- Mr. Luis Eduardo Cortés, Chairman of the IFEMA Executive Committee
- Mr. Ricardo Martínez Vázquez, Director General, Casa África
- Mr. Pierre Yete, Director of Industrial Development, Engineering and Tourism, Monetary and Economic Community of Central African States (CEMAC) Commission (t.b.c)
- Mr. Nyamajeje Caleb Weggoro, Director Productive Sector, East African Community (EAC) Secretariat
- Middle East Ministers' Representative
- Mr. Taleb Rifai, UNWTO Secretary-General

Official signing of the Agreement between Tunisia and UNWTO for the organization of the Conference on Tourism in the Mediterranean, Djerba, April 2012

- 10.30 – 10.45** **Coffee break**
- 10.45 – 12.30** **Moderator: CEMAC Commission Representative**
- 10.45 – 11.30 **Tourism in Africa: Trends and new challenges** – Mr. Frédéric Pierret, UNWTO Executive Director
- 11.30 – 12.00 **Instruments of Finance for the internationalization of Spanish enterprise in Africa** – Deputy Director for African, Mediterranean and Middle-East countries, Secretary of State for Trade
- 12.00 – 12.30 Debate
- 12.30-13.45** **Moderator: EAC Secretariat Representative**
- 12.30 – 13.15 **Presentation of two success stories:**
East Africa- Mr. Gabriel González, Kobo Safaris, Eastern and Southern Africa
Central Africa- Mrs. Asmaou Doudou, Seriac, Cameroon
- 13.15 – 13.45 Debate
- 13.45 – 14.00** **Introduction to the second session (B2B)** – Mr. Javier González Ortiz, Consejero de Economía y Hacienda del Gobierno de Canarias (t.b.c.)
- 14.00 – 15.00** **Cocktail offered by INVESTOUR to the participants**
- 14.00 – 15.00** **Luncheon for the African and the Middle East Tourism Ministers offered by IFEMA and UNWTO**

Second session (15.30 – 19.30) Room N105-106

Meetings B2B (Business to Business)

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, internet, nor translation.