



## **TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA** FITUR (IFEMA), Madrid, Spain, 31 January 2013

### **PROVISIONAL PROGRAMME**

#### **First session (10.00 – 14.00), North Convention and Congress Center, Room 107-108**

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**09.00 – 10.00**

**Registration for morning and afternoon session**

**10.00 – 10.30**

**Official Opening**

- Welcome by Mr. Ousmane Ndiaye, Regional Director for Africa, UNWTO
- Mr. Santiago Martínez-Caro, Director-general, Casa África
- Mr. Luis Eduardo Cortés, Chairman of the IFEMA Executive Committee
- Mr. Taleb Rifai, UNWTO Secretary-General

**10.30 – 13.00**

**Roundtable: Tourism Development in Africa – Challenges and Opportunities**

Introduction by Mr. Ousmane Ndiaye, Regional Director for Africa, UNWTO

**Panel 1: Tourism Investment and Product Development**

Moderator: Mr. Helder Tomas, Deputy Regional Director for Africa, UNWTO

Panellists:

- H.E. Mr. Baba Hama, Minister of Culture and Tourism, Chairman of the UNWTO Commission for Africa, Burkina Faso
- Mr. Néstor Montoya, Representative Desk Corporate Madrid, Attijariwafa Bank Europe
- Mr. Lourenço Sambo, Director, Mozambique Investment Promotion Centre
- Mr. Fernando Aceña, Deputy Director for Business Development, Cofides
- Mr. Daniel Puertas, Marketing and Communication Director, Nuba
- Representative of Tanzania National Parks (TANAPA)

Debate

## **Panel 2: Air Connectivity and Regional Development**

Moderator: Mr. Luis Padilla, Secretary General, Casa África

Panellists:

- H.E. Mr. Marthinus Van Schalkwyk, Minister of Tourism, South Africa
- Mr. Frédéric Pierret, Executive Director, UNWTO
- Mr. Gustave Diasso, Representative of the West Africa Economic and Monetary Union (UEMOA)
- Mr. Alfonso Rodríguez, Sales Manager, Brussel Airlines
- Mr. José Luis Reina, Director of Institutional Relationships and Communication, Binter Canarias
- Mr. Andrés Sánchez Urriaga, Manager, Corporate Agreements and Marketing, Turkish Airlines
- Mr. Ricardo Gutiérrez Sánchez, Chief Business Development Unit, Iberia Airlines

Debate

**Closing address:** H.E. Mr. Youssou N'Dour, Minister of Tourism and Culture of Senegal

**13.00 – 13.30**

### **Presentation of the UNWTO General Assembly**

- H.E. Mrs. Sylvia Masebo, Minister of Tourism and Arts, Zambia
- H.E. Mr. Walter Mzembi, Minister of Tourism and Hospitality Industry, Zimbabwe
- Mr. Taleb Rifai, UNWTO Secretary-General

**13.30 – 15.00**

**Cocktail offered by INVESTOUR to the participants** (North Convention and Congress Center, Room Neptuno, Second Floor)

**14.00 – 15.00**

**Luncheon for the African and the Middle East Tourism Ministers offered by IFEMA and UNWTO** (North Convention and Congress Center, Room Colon, Second Floor)

## **Second session (15.30-19.30), North Convention and Congress Center, Room 105-106**

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### **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.*