



TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA

FITUR (IFEMA), Madrid, Spain, 29 January 2015

PROVISIONAL PROGRAMME

First session (09.00 – 13.15), North Convention and Congress Center, Rooms 107-108

09.00 – 10.00 Registration

10.00 – 10.30

- Official photo
- Opening ceremony
- Mrs. Elcia Grandcourt Programme Director, UNWTO Regional Programme for Africa, (Master of Ceremony)
- Mr. Luis Padrón, Director-General, Casa África
- Mr. Luis Eduardo Cortés, Chairman of the IFEMA Executive Committee
- H.E. Mr. Taleb Rifai, UNWTO Secretary-General

Official Opening:

H.E. Mr. José Manuel Soria López, Minister of Industry, Energy and Tourism, Spain

- **Signature of the cooperation agreement between UNWTO and Casa África for the elaboration of the Report on Africa Tourism**

10.30 – 11.45 **Roundtable 1: Investing in Human Capital**

By placing tourism as a high priority on their agendas, African Governments have considerably contributed to the improvement of both infrastructure and communications. To further increase the competitiveness of tourism in Africa, stakeholders from both public and private sectors need to focus their efforts on enhancing the quality of the service provided to the tourists, often one of the major benefits of foreign direct investment in the sector.

Moderator: Mr. Steve Kayizzi-Mugerwa, Acting Chief Economist, African Development Bank

Panelists:

- H.E. Mrs. Naha Mint Hamdi Ould Mouknass, Minister of Trade, Industry, Handicraft and Tourism, Mauritania
- Mrs. Nada Roudies, Permanent Secretary, Ministry of Tourism, Morocco
- H.E. M. Abdoulaye Diouf Sarr, Minister of Tourism and Air Transport, Senegal
- Mr. Alfonso Seoane Yarza, Director of Strategy and Business Planning, Spain's School for Industrial Organization (EOI)
- Mr. Victor de Barrena Sarobe, Director, IATA Training and Development Institute

- Mr. Juan Ramsden, Coordinator General, Binter Canarias, Spain

Debate

11.45 – 13.00 **Roundtable 2: The impact of Africa's Image on Foreign Direct Investment (FDI) in Tourism : Situation and Trends**

Whilst there is an accelerated economic expansion in the region and the potential of Africa's tourism resources are undeniable, the image of the continent still faces important challenges. Africa is also attracting a growing level of investment, yet the majority of FDI in Africa continues to flow to the oil, gas and mining sectors. Is tourism investment in the region affected by the image and perception of Africa?

Moderator: Mr. Rafael Gomez-Jordana Moya, Director Africa Area, Banco Santander, Spain

Panelists:

- H.E. Mr. Walter Mzembi, Minister of Tourism and Hospitality Industry, Chairman of the UNWTO Commission for Africa, Zimbabwe
- H.E. Mr. Benjamina Ramarcel Ramanantsoa, Minister of Tourism, Madagascar
- H.E. Mr. Roger Kacou, Minister of Tourism, Côte d'Ivoire
- Mr. José Armando Duarte, President and CEO, Cabo Verde Investimentos
- Mr. Stéphane Durand, Managing Partner, Horwath HTL, France

Debate

13.00 – 13.15 **Closing remarks:** H. E. Mrs. Isabel Borrego Cortés, Secretary of State for Tourism, Spain

13.30 – 15.00 **Cocktail offered by INVESTOUR to the participants** (North Convention and Congress Center, Room Neptuno, Second Floor)

13.45 – 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) – *Invitation only*

Second session (15.00-19.30), North Convention and Congress Center, Rooms 105-106

15.00 – 16.00 **Registration**

16.00 – 19.30 **Meetings B2B (Business to Business)**

*Each participant will be provided with a previously arranged agenda of appointments on the basis of the information provided in the registration form or online platform. 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.