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. Fatou Mas Jobe-Njie, Minister for Tourism and Culture of The Gambia

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  Boundless Southern Africa – Transfrontier Conservation Areas (TFCAs) – Mr. Francis Mfune, Executive Director, RETOSA

12.30 – 13.00  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.*