X TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA (INVESTOUR)

Madrid, 24 January 2019

FINAL REPORT
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INTRODUCTION

The tenth edition of the Tourism Investment and Business Forum for Africa (INVESTOUR) was held on 24 January 2019, in IFEMA - Madrid, Spain, on the occasion of the 39th edition of FITUR. The annual forum is jointly organized by the World Tourism Organization (UNWTO), the International Tourism Trade Fair of Madrid (IFEMA/FITUR) and Casa África (organization representing the Spanish Government).

UNWTO is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism, with Member States from 158 countries. UNWTO promotes tourism as a driver of economic growth, inclusive development, and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

FITUR – The international trade Fair of Madrid is a global meeting point for tourism professionals and the leading trade fair for inbound and outbound Ibero-American markets. Its 39th edition surpassed the record of international participants with a total of 253,490 from 165 countries, of which 6.7% came from Africa.

Casa África is a public Consortium integrated by the Ministry of Foreign Affairs and Cooperation, the Government of the Canary Islands and the Spanish Agency for International Development Cooperation. Its activities form part of the Government’s foreign policy as a public and economic diplomacy tool that aims at promoting good understanding and trust between Spain and Africa and works towards the creation of strategic partnerships through educational and cultural activities.

INVESTOUR’s main objective is to promote the development of sustainable tourism in Africa, while encouraging exchanges on investment and business opportunities in the region. Since the event’s inception in 2009, each edition has been an opportunity to identify new avenues and innovative approaches to establish the forum as an ideal platform for promoting sustainable tourism development and showcasing the investment and business opportunities present in the Africa region.

INVESTOUR’s activities for the day included two interactive sessions which provided participants with an extensive networking platform, and for the first time, the introduction of a startup competition. For this edition, the forum started with the Round Table sessions and the presentation of the
UNWTO/NEPAD\(^1\) Tourism Tech Adventure: Promoting African Tourism Innovation start-ups in the morning and concluded in the afternoon with the Business to Business (B2B) meeting sessions allowing participants the opportunity to present their projects. The forum unfolded as follows:

1. **The Round Table sessions**, held in the morning, included interactive discussions structured around some of the most pertinent topics to the tourism sector in Africa, namely: (i) **Safe and seamless travel in Africa: fostering resilience and risk management in the tourism sector** and (ii) **Embracing Digital Transformation, Innovation and Promoting Niche Tourism products**. Panelists from both the public and private sector exchanged ideas and explored together the challenges, opportunities and new trends that are now emerging in the travel and tourism sector.

2. The **UNWTO/NEPAD Tourism Tech Adventure** initiative provided an opportunity for 5 African tourism startups to pitch their ideas to the audience which included tourism ministers and private sector stakeholders.

3. The **Business-to-Business (B2B) Meetings** offered a networking platform for initiators of quality projects, from public and private African entities, to connect with investors from around the world. This session is very useful as it serves to facilitate and support African member states in establishing primary contacts which could lead to the development of concrete tourism projects. It also offers an opportunity to raise awareness and provide firsthand information about the investment climate of different countries in Africa.

The tenth edition benefitted from the support of several sponsors and partners whose contribution reinforced the success of the event. The 10\(^{th}\) edition of INVESTOUR was sponsored by INFECAR, the Trade Fair Institution of the Canary Islands, Quantum Solutions emerging Markets specialized in the promotion, design, and execution of projects in the areas of infrastructure, capital goods, and services, Côte d’Ivoire Tourisme, the official National Tourism board of Côte d’Ivoire and NEPAD, the development agency of the African Union.

In addition, partners of INVESTOUR included Voyages Afriq, Vhoolink, eBiz Africa Review and the Moroccan National Tourist Office.

In January 2018, UNWTO signed a Memorandum of Understanding with eBiz Africa Review, a magazine which primarily focus on entertainment and business news in the African continent, it serves as the first magazine dedicated to Africa written in Spanish designed for the use of international travellers, investors, businessmen, decision makers, politicians and diplomats working in or for African countries and for the curious minds interested in African culture and the African continent.

Vhoolink is a platform that provides advisory and implementation services to businesses that impact tourism in Africa. Victoria Salami, Co-founder of Vhoolink, gave a master class entitled “Cultivating a high standard for Brand Africa” on the first day of the three day programme for the five start-ups that were selected from the UNWTO/NEPAD Tourism Tech Adventure: Promoting African Tourism Innovation. Furthermore, she was a panellist on the second round table session regarding Digital Innovation and Transformation. Four investors from Vhoolink attended the B2B session in the afternoon.

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\(^1\) AUDA-NEPAD is the African Union Development Agency - New Partnership for Africa’s Development
Voyages Afriq is a Travel and Tourism media with interest in promoting Africa to the world. The magazine elaborately covered INVESTOUR before, during and after the event. They interviewed several ministers, the five start-ups and UNWTO Director for the Regional Department for Africa.

The Moroccan National Tourist Office facilitated for the artist, Mr. Abdellah Al Fan, who using the Oud and the Goblet drums played a beautiful repertoire during the opening ceremony.

This year the UNWTO officially recognized Mr. Greg Bakunzi, who has been participating in INVESTOUR since the very first edition in 2009, for his commitment to sustainable tourism growth in Africa. Mr. Bakunzi owns two companies in Rwanda, Red Rocks and Amahoro Tours. Through INVESTOUR he has been able to take his companies from a national level to an international level. Greg was quoted: “The Award I just got from the UNWTO/INVESTOUR, showed me that, being passionate and committed on something that you really like will always happen. It’s in this way that I would like to call upon my fellow stakeholders from the African Continent with the support from the UNWTO, to make African continent a sustainable tourism continent as there is much to do, that can change the livelihood of our community through sustainable tourism.”

Over the years, the organizers of the forum have continuously explored and introduced various strategies and innovative approaches to keep the forum relevant and this has allowed the event to evolve and successfully establish itself as the ideal platform that promotes sustainable tourism development and showcases the investment and business opportunities present in the Africa region to the international partners.

The X edition of INVESTOUR gathered over 350 participants from more than 59 countries, including 43 countries from Africa, and participants from Brasil, China, France, Portugal, Spain, United Kingdom and USA, among other countries. It also brought together more than 25 African Ministers of Tourism and Heads of Delegation. The forum was inaugurated by the UNWTO Secretary General Mr. Zurab Pololikashvili, who was joined by the Minister of Industry, Trade and Tourism, Da. María Reyes Maroto Illera, the Secretary of State of Foreign Affairs of Spain, Mr. Fernando Martín Valenzuela Marzo, the Director General for IFEMA, Mr. Eduardo López-Puertas and the Director General of Casa África, Mr. Luis Padrón López.
Opening Ceremony

The Opening Ceremony and the Round-table sessions of INVESTOUR was held in room N104 of the North Convention and Congress Center of IFEMA.

The following dignitaries joined for the opening of the forum: H.E. Da. María Reyes Maroto Illera, Minister of Industry, Trade and Tourism of Spain, H.E. Mr. Fernando Martín Valenzuela Marzo, Secretary of State of Foreign Affairs, Mr. Zurab Pololikashvili, UNWTO Secretary-General, Mr. Eduardo López-Puertas, Director General of IFEMA, Mr. Luis Padrón, Director General of Casa África and over 30 African Ministers of tourism and Head of Delegations.
The opening ceremony commenced with welcome remarks by Ms. Elcia Grandcourt, UNWTO Regional Director for Africa, in her capacity as the Master of Ceremony of the 10th edition of the Forum. She then introduced the video on the evolution of INVESTOUR over the past ten years.

“This ten year anniversary marks an important milestone for INVESTOUR, it also provides us with some perspectives on what we have achieved and allows us to focus on what more can be done in order to encourage governments to mainstream tourism as a priority in their national development agendas.” Ms. Grandcourt then went on to thank the partners of INVESTOUR, Casa África and IFEMA, and the participants who have supported INVESTOUR in the past ten years and who always had trust and confidence in INVESTOUR.

Ms. Grandcourt welcomed the Tourism Ministers from Africa and acknowledged H.E. Mr. Charles Romel Banda, Minister of Tourism and Arts, Zambia as Chairman of UNWTO Executive Council and H.E. Mr. Najib Balala, Minister of Tourism, Kenya as Chairman of the UNWTO Commission for Africa in particular: “Excellences, we are honored to have two great leaders taking an active role in UNWTO’s governing bodies. Your vision, determination and proven expertise act as a powerful support for the advancement of UNWTO’s agenda for Africa.” The sponsors and partners of INVESTOUR were also recognized for their significant contributions to the tenth edition of INVESTOUR.

Ms. Grandcourt went on to highlight the significance of Africa in the Travel and Tourism industry: “For global tourism, Africa remains the continent offering the greatest potential for not only visitation, but the transformation of lives of the people of Africa because of the force for good that tourism represents at economic, social, cultural and environmental levels. The African economy and its youth population are growing exponentially and the job creation is not keeping up with the youth bulge: By 2050, 400 million people under the age of 25 will be in need of sustainable employment if the continent can expect to continue along its growth trajectory.” Ms. Grandcourt stressed that Tourism is one of the key sectors to respond to this challenge, but it is our challenge to manage it in a sustainable manner and to ensure real benefits for all the countries and regions. This is why, in 2019, the UNWTO will be focusing on education, skills and job creation.

It is within this context that INVESTOUR has been created with the aim of bringing together key tourism stakeholders from both the public and private sector to dialogue, generate ideas and explore the investment opportunities and the business environment that exists in the continent.
The Director General of IFEMA, Mr. López Puertas addressed the audience saying: “It is my pleasure to address you all at this opening ceremony of the Tourism Investment and Business Forum for Africa, INVESTOUR, which this year celebrates its tenth anniversary, commemorating a success story as part of the Madrid International Tourism Trade Fair. This is a special occasion to reaffirm the validity of the collaboration between FITUR, the World Tourism Organization and Casa África, which has proven its effectiveness as an instrument for supporting and promoting tourism development across the continent of Africa.”

Mr. López-Puertas went on to stress that IFEMA, as FITUR’s organiser, has been able to gather the necessary trust and support from both the public and private sectors to allow this initiative to grow. This has undoubtedly contributed to making FITUR the leading trade fair for African markets, and INVESTOUR the best opportunity for African tourist destinations to develop and reach wider international markets.

“This year, in which FITUR will break its own record for participation with more than 10,500 companies from 165 countries, we are pleased to see once again that Africa is one of the geographical areas, together with Europe, which has grown the most at the Fair” said Mr. López-Puertas. Specifically, Africa has increased by 15%, contributing significantly to increasing the Fair’s international scope, which already represents 55%, with an overall increase of 11%. In this edition Djibouti and Sierra Leone were two new participants of the Fair.

The Director General explained that this increase in African participants is largely due to the impact of INVESTOUR, which has not only helped to consolidate the presence of the African states, but also to serve as a stimulus for the continued growth of new official delegations at FITUR. “We are sure that FITUR, and its great ability to bring the world tourism industry together will be essential for achieving the strategic and business objectives that the tourism ministers present today in this event are promoting for each of their countries” said Mr. López Puertas. FITUR is one of the world’s leading trade fairs, with more than 250 thousand attendees, leading to much business activity and many technical and trade opportunities.

Mr. López Puertas presented some strong numbers in the framework of the tenth anniversary of INVESTOUR: “This year, in which INVESTOUR celebrates its tenth anniversary, it is time to take stock. Over the years, the Tourism Investment and Business Forum for Africa has brought together more than 1,500 participants from 36 African countries, and more than 900 projects have been presented, including those at the last edition.”

The Director General of IFE MA concluded his speech wishing all the projects present fruitful meetings and the opportunity to identify and explore the real possibilities for initiatives to increase investment in different segments of the tourism industry’s value chain, contributing to developing the economic and social sustainability of African countries.
Mr. Luis Padrón, Director General of Casa África

Mr. Luis Padrón, Director General of Casa África started off by welcoming all the attendees: “First of all, I would like to express my personal gratitude and that of my institution to both partners in this adventure that we started modestly in 2009 and that has grown to consolidate itself, as undoubtedly the premier event of African tourism outside the continent. INVESTOUR is one of our most important and beloved projects. It is probably the flagship initiative of our economic diplomacy. It fulfills our mission of bringing Africa closer to Spain by offering a space that fosters the creation and strengthening of the network of Spanish-African contacts and common projects.”

Mr. Padrón then went one to reflect back on how INVESTOUR started, as a meeting where the African tourism sector could present to Spanish businessmen and experts the projects for which they needed investments or expertise. Today it already serves as an international mega-meeting, supported by the presence of our minister of the sector and 24 African tourism ministers, in which African countries and the rest of the countries that want to know and support their tourism industry are present. He confirmed that Spain is a partner for Africa in tourism rather than a competitor.

The Director General of Casa África stated that INVESTOUR has allowed him to see what their African partners are looking for in Spain when they come to FITUR, in addition to being a magnificent promotional space: They seek to develop one of the most economically and socially sustainable sectors, tourism. He stated three main issues: “The first, obviously, is financing. The second is assistance, so that the growth and development of tourism destinations can be given adequate and thoughtful urban planning, something that is essential and an area where our country has ample and positive experience. And the third is professional training, which is a necessity for the entire tourism sector to have, with quality standards at the international level.”

Mr. Padrón shared his positive vision for the future of the continent: “Today we will hear that this past year has been especially positive for the African continent. The potential that remains for the continent to further develop its tourism sector is huge, and progress is needed in many fields, but we could not be more optimistic about what the future could bring to the continent, and to all its countries, as a tourism destination.”

“The success of this initiative is also a success of all those who make it possible” said Mr. Padrón “ranging from those responsible for tourism in the African countries participating in it to the media and journalists who are interested in the sector and this forum and including companies, tourism professionals and entrepreneurs. For this reason, I would like to thank everyone for their interest, their passion and their support.”
H.E. Mr. Fernando Martín Valenzuela Marzo, Secretary of State of Foreign Affairs, Spain

H.E. Mr. Fernando Martín Valenzuela Marzo, Secretary of State of Foreign Affairs of Spain thanked everyone for their presence, including UNWTO, IFEMA, and Casa África for the work they did to make this INVESTOUR session a reality.

He further went on to share the following points: tourism in Spain continues to be an absolutely dynamic element, in continuous growth. In Spain, the tourism sector generates enormous employment opportunities. This is particularly relevant when we talk about Africa. We all know Africa’s demographic challenge is the growth that will continue over the coming years that will double its population for the middle of this century. Therefore a sector that generates employment is particularly appropriate for the development of the continent. In addition, against the image of tourism that generating fundamentally low-quality jobs; the truth is that tourism also generates jobs in other professional categories, practically in the whole arch of professional categories. It is also a factor that can help that other phenomenon that is taking place all over the world, but in a way particularly acute now in Africa, which is urbanization: the transfer of population from the countryside to the city.

Naturally, there are some requirements that are essential for developing tourism. I will refer basically to two that I think should be attended to in a particular way in Africa. The first one is infrastructures. Before I mentioned the new number of tourists record that Spain has reached. But I want to underline another fact; this is the first time Spain has also reached the first position in the Travel and Tourism Competitiveness Report. And this is not based on aspects that have always been there for Spain such as our cultural wealth, our landscapes, our climate... but precisely for the improvement of infrastructures in our country. Africa has to pay particular attention; it is one of the challenges of the development of Africa, not only for the tourism issue but also for tourism development.

The other aspect that I would like to emphasize is security: on one hand physical security and on the other hand legal security. As for physical security, we all know that there is a limit to the security that can be given and that can be achieved. Unfortunately, a terrorist attack is possible today in any part of the world. But we are talking of day-to-day security, security against small crime, petty theft, etc. On the other hand legal security is essential for tourism investment and development to flow normally: investment is necessary, national investment is necessary, small and medium enterprises as I said before, but foreign investment is also very important. In this field, it is very important that the future investor has the assurance that his investment will be respected, that his rights will be consolidated and that he will be able to have the returns he expects.

The 2017 year was declared the International Year of Sustainable Tourism for Development and I want to remember that in 1967 the First International Tourist Year was declared with the slogan "Tourism, Passport to Peace". I believe that sustainable development and peace remain absolutely important in the field of tourism. In addition to everything I have mentioned tourism is also an instrument of mutual knowledge, of contact between people and of consolidating peaceful relations and coexistence in the world.

I hope that this new edition of INVESTOUR will continue to build bridges and continue to open opportunities for relations between Africa and Spain, between Africa and Europe continue to grow and intensify. Thank you very much for your attention."
H.E. Ms. María Reyes Maroto Illera, Minister of Industry, Trade and Tourism, Spain

The Minister welcomed everybody present at the opening ceremony. “I would like to express my solidarity with friendly countries such as Kenya or Egypt, without a doubt the attacks of those countries we feel are our own. From here I want to send a message of solidarity to those countries.

INVESTOUR, it has already been said, is now 10 years old. It started as a small meeting of the African and Spanish tourist sector within the framework of FITUR and over time it has been growing to what it is today: possibly the most important international forum to share projects and reflections on the tourism sector in the African continent. In this tenth edition, INVESTOUR is breaking the record of participants. There are more than 350 attendees registered and without a doubt it also records in institutional presence with the presence of 23 African ministers. INVESTOUR has always supported sustainable developments projects and promoted tourism not only as a generator of employment but also of social development respecting the environment. Spain’s position in the world is undoubtedly an excellent platform for Spanish foreign action, also for global Spain where the Africa Plan has played a prominent role.

As a world leader in tourism, Spain has a leadership position based not only on knowledge but also on cooperation. We want to be a positive influence and lead the EU-Africa tourism agenda. An agenda committed to the 2030 Sustainable Development Goals that should serve to promote a 21st century tourism policy that contributes to sustainable as well as inclusive development. The tourism leadership of Spain allows us to promote actions in the cooperation’s field for the transfer of tourism knowledge to emerging countries, betting on tourism and social development. It has allowed us to host this meeting, already consolidated by the representatives of tourism in the African continent. We want to be a reference for African countries and we also want to be a destination for their tourists.

I have had the opportunity to meet with some of you in bilateral meetings those days and I would like to have later a moment to greet you. I want to express to all of you the Government of Spain and the Ministry of Tourism commitment in the search of cooperation and defense, as well as mutual interests and in the development of joint projects. Africa has an immense potential for cooperation, for investment, for projects in common with Spanish companies increasingly present in the African continent. This year the round tables focus on security through the analysis not only of the promotion of resilience, but also of the management of risks in the tourism sector and in new technologies and digital transformation, including innovation and tourism promotion on the African continent. Security and innovation are also part of the strategic lines on which this government is working in the 2030 horizon aligned with the 2030 Agenda.

Later, you will have the opportunity to participate in business meetings among African participants who meet with companies, with institutions both African and the rest of the world. These activities are part of the ConfiÁfrica project. Without a doubt, I wish you a productive day and I hope to see you next in 2020 at FITUR. Thank you very much.”
Mr. Zurab Pololikashvili, Secretary General of the World Tourism Organization (UNWTO)

The Secretary General of the UNWTO started his speech by thanking and recognizing the high-level participants at the Opening Ceremony: Ms. Reyes Maroto, Minister of Industry, Trade and Tourism of Spain; Mr. Fernando Martín Valenzuela Marzo, Secretary of State of Foreign Affairs of Spain; Mr. Eduardo López-Puertas, Director General of IFEMA; Mr. Luis Padrón López, Director General of Casa África; H.E. Mr. Charles Romel Banda, Minister of Tourism and Arts of Zambia and chair on the UNWTO Executive Council; H.E. Mr. Najib Balala, Minister of Tourism and Wildlife of Kenya and chair of the UNWTO Commission for Africa.

Mr. Pololikashvili then went on to reiterate the support of UNWTO to Kenya in the light of the recent attacks on their people and their tourism sector: “Tourism is a resilient sector and Kenya is an example of successfully facing up challenges. Mr. Balala, the global community stands in solidarity with Kenya.”

“This edition of INVESTOUR is very significant. Over the years, this event has continuously grown to become the successful event we know today.” said Mr. Pololikashvili. He thanked IFEMA and Casa África for their continuous support as well as the partners and sponsors of this and previous editions.

Mr. Pololikashvili stressed the importance of innovation and digital transformation and announced that this year INVESTOUR had partnered with NEPAD to organize the first UNWTO/NEPAD Tourism Tech Adventure and introduced the five start-ups that had been selected.

He then went on to say: “For Africa, the only way is up! The continent has a vast potential which is to a large extent unexplored”. Looking at current tourism trends and growth figures, this represents an incredible opportunity to empower tourism to become one of the great sustainable development engines for the whole continent. During all of this year, UNWTO will have a strong focus on education, which is at the foundation of tomorrow’s entrepreneurs and leaders. “Tourism can contribute to the much needed jobs of the future. We are at the center of the engines which make the world advance.”

The Secretary General finished by announcing that upon the request of African Ministers, the next step would be to hold INVESTOUR in Africa, to which Côte d’Ivoire has already expressed its interest. This will be a decisive step to bringing investors closer to the key stakeholders and facilitate investment opportunities on the continent.

“Tourism can contribute to the much needed jobs of the future. We are at the center of the engines which make the world advance.”

-Mr. Zurab Pololikashvili, UNWTO Secretary General
During the opening ceremony, the UNWTO, IFEMA and Casa Africa presented a recognition award to Mr. Greg Bakunzi for his commitment to sustainable tourism growth in Africa. Mr. Bakunzi has been participating in INVESTOUR since the first edition of INVESTOUR in 2009. Through the B2B sessions he has been able to take his companies Amahoro Tours and Red Rocks Rwanda from a national level to an international level.

“Greg Bakunzi has been attending INVESTOUR for the past ten years and he has on many occasions affirmed that the connections made at the forum have helped him grow his business over the years. He is passionate about sustainable, responsible tourism and is always striving to build on his vision which is all about the community, the wildlife, tourism & travel. His pioneering cultural tourism scheme involves developing the community and promoting the nature preserve through tourism. We are indeed pleased to bestow this recognition to Mr. Greg Bakunzi, for his commitment to sustainable tourism growth in Africa.” said Ms. Elcia Grandcourt, Director, UNWTO Regional Department for Africa and Master of Ceremony of INVESTOUR.
1. The 62\textsuperscript{nd} Commission for Africa in Mali

The UNWTO will be holding its 62\textsuperscript{nd} Commission for Africa (CAF) in Bamako, Mali in June. As it has been the tradition in the past editions, the host of the UNWTO Commission for Africa is invited during the Opening ceremony of INVESTOUR to give a presentation to participants and to sign the agreement for the hosting of the event.

“I would like to express my sincerest gratitude to the African Tourism Ministers that in June 2018 in Abuja, Nigeria trusted my country, Mali, with the hosting of this important event in African tourism. Our beautiful continent has to become a primary touristic destination in the world. To achieve this we have to construct investments in the tourism sector and more attractive conditions for the tourism industry. INVESTOUR is a perfect occasion for this. Mali needs your support now more than ever. We are therefore pleased to invite you in Bamako in June 2019.” said H.E. Ms. Nina Walet Intalou Minister of Handicrafts and Tourism of Mali.

A promotional video for Mali was screened after the speech of the Minister.

2. Signature of an MOU between the Ministry of Tourism of Tunisia and the UNWTO to support Tunisia in their efforts towards sustainable tourism (investment, hotel classification standards and know-how).

H.E. Mr. Rene Trabelsi, Minister of Tourism and Handicrafts of Tunisia said that “INVESTOUR is a new occasion to stress that Tunisia wants a strong inter African alliance that can profit of African tourism. We all share the same difficulties, the same ambitions, the same dreams and most of all the same values. Our common challenge is to promote Africa. The tourism industry has always contributed to the economy in Tunisia and has created over 4 million jobs. We estimate its value to the GDP at 14%. In 2018 we registered an increase in tourist arrivals of 18%. We try to become more innovative, in natural resources and human resources.”

3. Signature of an Agreement between Cabo Verde and UNWTO for the First UNWTO/ICAO Ministerial Conference on Tourism and Air Transport in Africa

“Cabo Verde is honoured and humbled to hold the Ministerial Conference on Tourism and Air Transport in Africa for the first time. For this event we are combining two sister sectors, tourism and aviation. These go hand in hand, because this is how tourists travel. As Minister of Tourism and Transport I personally look forward to welcoming you on the beautiful Island of Sal in March 2019” said H.E. Mr. Jose da Silva Goncalves, Minister of Tourism and Transport and Minister of Maritime Economy. A promotional video for Cabo Verde was screened after the speech of the Minister.
The first round table session discussed: Safe and seamless travel in Africa: fostering resilience and risk management in the tourism sector and was moderated by Dr. Dirk Glaesser, Director, Sustainable Development of Tourism, UNWTO. The high-level panelists who were invited to speak during this discussion were the following:

- H.E. Mr. Jose da Silva Gonçalves, Minister of Tourism and Transport and Minister of Maritime Economy, Cabo Verde
- H.E. Mr. Mohamed Sajid, Minister of Tourism, Air Transport, Handicrafts and Social Economy, Morocco
- H.E. Mrs. Memunatu B. Pratt, Minister of Tourism and Cultural Affairs, Sierra Leone
- H.E. Mr. Najib Balala, Cabinet Secretary for Tourism and Wildlife, Kenya
- Mr. Didier Ranchon, Consultant, Domaines Publics

Dr. Dirk Glaesser opened the first round table session by welcoming all the panelists. He stated that safety and security are an important issue for investors in the tourism sector and that seamless travel is closely linked to this topic. UNWTO found that there are more open visa policies across the globe. The African continent has made enormous efforts over the last ten years to open up to the world, and obtaining a visa is no longer that important when traveling to an African country. But often these visa policies are also a way to ensure the security for a country, ensuring the wrong people do not come into the country.

Are safety and security improving? Are the measurements in place today adequate to attract investors?

The Minister of Sierra Leone commented that we have not done enough yet. All African countries struggle with the issue of the right infrastructure, the right training, having the right security and ICT opportunities. However, some countries are making progress. We need to look at structures and systems that are interlinked, to provide the level of security that are needed when coming out with new visa policies. This is not only relevant for visa policies, but for the whole tourism sector. Aviation for example, is very important for security. In ECOWAS we have regional institutions that are key to these issues, for example the UNWTO. These regional corporations research the issues we need to work on. In Africa a number of countries have moved out of conflict and have some political stability, the climate is ideal for us as a region and government to take steps, she concluded.

Joint responsibility of tourism and aviation: What are the advantages of holding these two subjects in the same portfolio in relation to security?

Before answering the question, the Minister of Morocco addressed H.E. Mr. Balala regarding the recent attacks in Nairobi, Kenya: “Tourism is a sector that touches the population. The more it is related to people, the more it will become a target for these isolated acts of terrorism. I am happy that on this level of forum we can debate
this problem and discuss what ways we have to
go to improve the security together.”

Tourism professionals want to build a very close
connection to the aviation sector. In Morocco
these two sectors have been combined under one
portfolio for the last one and a half years and the
effects have only been positive.

*Kenya’s resilience in the face of challenges*

The Cabinet Secretary of Kenya started by
thanking the Secretary General of the UNWTO for
his support, he was one of the first to reach out
after the attack. The Cabinet Secretary explained
that Kenya has been attacked many times before
this and they have become masters of resilience.
During the last attacked Kenya faced in 2013 the
respond time took one week. This time, Kenya
had responded in less than 20 hours. They had
eliminated the criminals and communicated to
international partners, the public and the media.
Every day we become more resilient and we know
how to handle these crisis situations better.

Previously the market would punish a country by
issuing negative travel advices, but this time not a
single travel advice was issued for Kenya. Up to
now there has not been even a single
cancellation. We hope we can continue like this
everywhere in the world.

*Making proper use of ICT systems and databases in the tourism sector*

Firstly, the Minister of Cabo Verde expressed his
solidarity to Kenya in the light of the recent
attacks. Afterwards, he commented that Cabo
Verde as of 1 January 2019, has adopted very pro-
active measures in terms of visa relaxations, Visa
upon arrival is prevalent for all the people who
visit Cabo Verde. Cabo Verde also appears in The
African Development Bank Group’s top 20
countries for visa openness, as well as Seychelles
en Benin.

However, there is still more that can be done.
Cabo Verde is working on a pre-registration
platform where people will need to register at
least five days before their arrival. This allows us
to be more pro-active and to control better who
is coming into the country. By using intelligent e-
gates we have more and more electronic
passports, which greatly facilitate the entrance
and passages of people.

*Findings from the Capacity building workshop in Dakar, Senegal*

Following the capacity building workshop held in
Dakar, Senegal in December 2018, Mr. Didier
Ranchon, consultant at Domaines Publics, shared
his views “UNWTO is the place to share good
practices, everyone has their own solutions. It is
up to multilateral organisations to generalize
them and put them in practice. This can take
shape in the form of workshops and most of all
training. There are technical solutions for some of
the problems tourism is facing. For example any
country can contact all the people in it during a
crisis. The resources are there, the political desire
is there, it is now only a matter of putting the
theory into practice.”

*Geo reference travel advice*

Dr. Glaesser states that even though travel advice
wasn’t an issue for Kenya this time, when a travel
advice is issued, UNWTO came out with a
recommendation to geo reference travel advice.
We have seen in several cases that active use was
made in the discussions with foreign affairs. It is
normally just textual information, because it is
sometimes hard to specify the place where there
is an issue. A non geo reference negative travel
advice unnecessarily brings harm to the whole country and the continent. Could you make use of that in future discussions?

H.E. Mr. Balala confirms that classic negative travel advice has a negative impact on the whole country and even the whole continent. Geo reference travel advice would mitigate this issue. We have worked with the embassies and foreign affairs to specify the precise location.

Furthermore, the Cabinet Secretary also commented on the synergy of tourism and transport: The first point of entry for a tourist is your airport or airline. If you have no control over these two, it will be very difficult to align their strategy with your tourism strategy. We must come with solutions in March to realign transport and tourism and allow the government to convince airlines not to be defensive and to allow other parties to participate. Otherwise you will have destinations but no connectivity. Connectivity is another issue in Africa: why is it so expensive to travel within Africa? It is cheaper to fly to Africa from Europe than from within Africa. Intra-continent travel is not encouraged.

The Minister of Sierra Leone agrees with the statements of the Cabinet Secretary. Tourism is linked to many other sectors and cannot exist on its own. There needs to be a deeper discussion on this issue, as in many countries both sectors are still working separately. The main common goal should be to increase Tourism Arrivals, as more people mean more opportunities.

**Questions from the audience**

Peter Laye, Media Specialist at Vhoolink: How can we attract tourists from the EU and the United Kingdom to Sierra Leone?

The Minister of Sierra Leone explained that they have two main strategies:
1. Working on establishing a national commission for arts and entertainment. There will be Agro-tourism festivals, last year there were already two in the South (beaches etc.) and in the North (mountains).
2. National capacity building.

Mr. Diasso, Director of ECOWAS, wants to congratulate Kenya for the communication after the attacks. His question to the Cabinet Secretary of Kenya: What changed between the last attacks and this one in terms of communication? His question to Mr. Ranchon: How can the private sector attribute to this?

Didier Ranchon explained that professionalism is key. There has to be an exchange of best practices, by organisations such as the UNWTO. The communication is not the enemy of security; Kenya was a very good example of this. That is an example we can use in the future.

H.E. Mr. Balala explained that Kenya learned from the attacks in 2013 that rapid response is very important. They invested heavily in intelligence gathering, data analysing and equipment. They decided to control the narrative, because if not it will be narrated by other people. They kept the media out of the site of the attacks. You need to control the information but at the same time maintain constant communication.

Dr. Glaesser closed the panel by thanking all the panelists.
The second round table focused on Embracing Digital Transformation, Innovation and Promoting Niche Tourism products and was moderated by Ms. Adrienne Klasa, development finance editor for fDi and The Banker magazines, and former editor of This Is Africa. The panel was made up from the following high-level speakers:

- H.E. Mrs Catherine Afeku, Minister of Tourism, Arts & Culture, Ghana
- H.E. Dr. Hamisi Andrea Kigwangalla, Minister of Natural Resources and Tourism, Tanzania
- Mr. Svend Leirvaag, Vice President, Industry Affairs, Amadeus IT Group
- Ms. Victoria Salami, Chair & Co-Founder, Vhoolink
- Mr. Matongo Matamwandi, Director, Zambia Development Agency
- Ms. Marcia Maciel, Head of Strategic Partnerships & Open Innovation, Telefonica SA

Ms. Adrienne Klasa welcomed all the panelists on stage and introduced the topic of the second panel with a presentation. There are a lot of tourism opportunities on the continent. The emergence of technology can be a double edged sword: it can give access to information and ideas; it can create a large platform for hotel chains etc. But it can also drown out smaller initiatives and create a digital divide between those who have access to technology and those who do not.

During the past five to seven years, Africa was the second fastest growing region for tourism investment globally. Whilst growth has been really promising it is still on a low level and the volume of investment is still low compared to other regions in the world. The top scoring countries in 2015-2017 were South Africa, which attracted the most tourism projects, and Cabo Verde, which had the most job creation and the highest proportion of companies focused on tourism in their country. Morocco attracted the most capital investment in tourism.

**Niche Tourism**

The Director of the Zambia Development Agency explained that Zambia is placed very uniquely. The obvious niche in Zambia is the Victoria Falls. Furthermore, Zambia has had peace and political stability since its independence in 1964. It is also one of the few countries where you can enjoy safari walking in a natural park.

The Minister of Ghana stated that the Niche tourism in Ghana is their unique offering of heritage and cultural tourism. The link to slave trade is unique. Over 64 of the slave dungeons are found on our coastline. 18 are still in good standing. Heritage tourism is popular because people can trace their ancestors and see the resilience of the African spirit. Ghana is one of the fastest growing economies south of the Sahara and they have been economically stable for the past 25 years. Ghana is also factual the center of the world (Longitude zero, Latitude zero).

The Minister of Tanzania first of all expressed its solidarity to Kenya in the light of the recent attacks in Nairobi. He congratulated H.E. Mr. Balala on their fast reaction and handling of the situation. What happens in Kenya will also affect Tanzania as they share a border and the Swahili culture among many other things. In terms of tourism, Tanzania has many things to offer such as safari and great investment opportunities. Both in the North and in the South we are exploring new areas fit for investment and for example photography tourism. Tanzania is known as the place where the earliest traces of mankind were found and has also known a very stable period,
economically and politically. The Ministers invites anyone who is interested in investing in Tanzania.

**Leverage technology to differentiate countries from the continent**

The Minister of Ghana commented that as a continent, we need to brand the continent as 54 countries and not as one country. In order to do this we will need aggressive promotion and marketing to change that view. The first thing is to eradicate the lumping of 54 beautiful countries into one; the second is to promote investment and to use technology to show the potential of the continent. We have to be strong and promote tourism even in the times of these unfortunate mishaps, because it cannot stop all of us in the room from traveling. When Ebola happens in two countries in West-Africa, the whole of Africa is affected. The biggest challenge is for companies to brand Africa as safe and beautiful. This is the biggest challenge we face and we can tackle it through technology, she emphasized.

Mr. Matamwandi added to this that the most important thing is to start tailoring our own stories. This has become much easier in the latest years through technology. The biggest challenge in Africa is to reach everybody. The older generation is not connected and the younger generation is only connected in the urban areas, the rural areas still don’t have access to technology. Social media is booming all over the world but Africa is lagging behind. This is why we need to attract investors to these rural areas. Everybody wants to live in the city, but by spreading ICT and technology we could keep more people in the rural areas and we would give them a chance to tell their own story. This way the world would be better informed of the truth.

Ms. Salami from Vhoolink remarked that one of the major issues in this regard is that there are no PR strategies being implemented. It is very necessary that the governments start to promote training programmes. There is a need for the trainers to be trained. These trainings need to be given by international specialist as well as home grown specialists who are equipped with information about the advanced digital method that are required for our PR teams to be able to compete on an international level. This is how we can compete with the western world. We are also facing a skills development issue; the digital divide between rural and urban areas is huge. There are no media outlets with the right technology to spread information in the right way. What proper PR partners are supposed to do is manage crisis information. If you don’t have a PR department to manage the situation then the West will make its own story as much as they like, and when you do say something it will not be out there quick enough.

**Leveraging technology: examples**

Mr. Leirvaag from Amadeus states that the collaboration between the public and the private sector is very crucial. One of the best examples he can give is South Africa. Other countries should take their models and learn from it: how do they involve people from the rural areas, how do they manage to keep investors interested. Every conference we discuss the same issues but nothing is ever implemented. I suggest the governments to sit down and discuss these issues together. In South Africa, the public and private stakeholders of every part of the travel industry have decided to work together identifying what it is they jointly should do to improve transformation of the travel and tourism industry. They then identify and build the missing links in the collaboration between public and private and decide how to get the ball rolling. There are some specific projects for South Africa, such as a new national visitor information system that builds on what is already there and reinforces it with technology. There are training and development programmes that build on a commitment of the industries to employ more people: the collaboration model in South Africa has an agreement of the industry saying how many people they need and with what skill profile. We
then work with different providers to qualify the right candidates; and then we train them specifically for that employment. Here we close the gap of good intention initiatives and actually making it work, commented Mr. Leirvaag.

Mr. Matamwandí explained that in Zambia, tourism is the second largest sector after mining. The big difference is that people in the service sector cannot be replaced by technology; they can only be enhanced by it. It has been very difficult to attract private infrastructure investors to Zambia. When an investor cannot see the profit for several years they will not continue to invest. This is why Zambia has created the Smart Zambia document. The government set up a company to only do infrastructure projects on behalf of the government. Zambia has also embraced technology in its communication: they now have a Facebook page with over 100,000 followers.

Digital infrastructure in Latin America: transferable lessons?

Ms. Maciel from Telefonica explained that the Telefonica Open Innovation is a hub that connects entrepreneurs with the core businesses. We have a relationship with an ecosystem from very early stage start-ups to more mature scale-ups. She then talked about one specific tool: open future hubs in Latin America, in Peru. We have learned that we can learn so much by sharing. We can all cooperate together and create an ecosystem so we can learn from each other. We also have different kinds of partnerships with governments, universities and private institutions. Our goal is to democratize entrepreneurship and to decentralize it as well. We want to hear what the local communities bring to the table, they are the first ones to understand what is happening to the local communities and this is where we can jump in and actually help them to be heard and grow in a sustainable way to help them scale up.

Questions from the audience

The Minister of Guinea, H.E. Mr. Thierno Ousmane Diallo, commented that in Guinea, we have a problem of a vicious circle. The government of Guinea does not have many means for investment and infrastructure. To develop a project you would need to do studies beforehand which costs a lot of money, so there are no projects. We have tourism development problems in Guinea, because we have a chaotic history. How can we break this infrastructure of under investment, from a financial, education and skills perspective?

The Minister of Tanzania answered that it will always be difficult to undertake a project that would return investment capital after 20, 30 years. For example infrastructure like this one is difficult for the private sector, in a project that has a ton of investment for many years. Therefore it is the role of the public sector to invest in such projects. It is a sad reality in Guinea, we have to work hard and align our efforts in building infrastructure. In return it will support tourism, roads, air transport, trains etc. Tanzania is doing that right now. We now have eight brand new airplanes that are coming to Tanzania, more than 30 airports, done by the government; we have invested in building a proper road network, etc. This will open up new circuits for tourism in Tanzania. We need infrastructure to expand to other sectors and to attract investors and tourists.
In an attempt to further spur the growth of technology and innovation, UNWTO and NEPAD launched the UNWTO/NEPAD Tourism Tech Adventure to encourage the development of technology and innovation in the tourism sector in Africa.

UNWTO and NEPAD introduced the 1st edition of the Tourism Tech Adventure to promote African Tourism innovation, by bringing 5 start ups from the region to travel to Madrid and present their ideas in front of tourism stakeholders from the continent.

After a call for proposal gathering hundreds of projects, 5 African entrepreneurs who positively contributed to the facilitation of travel and tourism were chosen to come to Madrid to learn, network and pitch during the 10th edition of INVESTOUR, the tourism and investment business forum for Africa and to benefit from exposure to the world’s tourism leaders, investors, corporates, academia and supporting business partners.

The startup selected came from all across Africa, covering various aspects of the tourism sector, from education, technology and sports.

List of selected startups (in alphabetical order):

1. Khwela Youth Tourism Stars, Kim Whitaker - South Africa
2. LIVES, Codou Olivia Ndiaye – Senegal
3. Phenomenon Technologies, Nkosana Masuku - Zimbabwe
4. Roundbob.com, David Gonahasa- Uganda
5. Run Africa Athletics Tourism Company, Rekik Bekele - Ethiopia

The three-day initiative comprised of master classes with tourism, and startup experts to provide additional resources to the startups, preparing them for the pitching session during INVESTOUR, and finishing with technical visits to innovation centers.

As a highlight of this initiative, 2 start ups (LIVES – Senegal and Roundbob – Uganda) were chosen to receive a scholarship from the African Center, IE University, Madrid, Spain.

This opportunity provided a unique platform to African youth entrepreneurs to nurture their innovative ideas and utilize technology in further developing the tourism sector in Africa.
H.E. Mr. Najib Balala, Cabinet Secretary for Tourism and Wildlife of Kenya, Chair for the Commission for Africa

H.E. Mr. Balala, Cabinet Secretary for Tourism and Wildlife of Kenya started his speech by thanking the Secretary General, IFEMA and Casa África for the organisation of INVESTOUR and for providing the African ministers of tourism with a platform for business and investment.

His Excellency then went on to say: “INVESTOUR is not only a tool for gathering resources, expertise, networks, innovation and business from the public and private sector, but also the bridge between Africa and other parts of the world. African nations should come together and share knowledge and resources for the benefit of all. As discussed during the two round tables, it is crucial to share our expertise and solutions. It is important to adapt to the changes in the world and to adopt new technologies into numerous sectors including tourism. The continent has huge potential in terms of tourism, natural resources, culture and heritage and its great people.”

Mr. Balala also addressed the challenges facing Africa: “When faced with terrorism attacks, health and climate issues we need to stand together and express our solidarity. Unnecessary travel advisories issued should be discouraged as it affects the industry and our economics.”

Furthermore, the Cabinet Secretary congratulated Mali on the hosting of the 62nd Commission for Africa in June, and Cabo Verde for working together with UNWTO on the Ministerial Conference on Tourism and Air transport in Africa on 27-29 March. As Chair of CAF he formally invited everybody present to attend these two important events.
The second session of INVESTOUR which constituted of the B2B Meetings was held following the round table sessions from 16:00 to 19:00 in Pavilion 9 Stand 9 D08, in FITUR’s B2B venue. Registration took place from 15:00 to 16:00. Participants collected the meetings agendas upon their registration.

This session serves as an ideal platform for African entities to present quality projects from different fields of the tourism value chain, such as: Infrastructures and construction, (renewable) Energies, Access to water, Waste management, Communication & technologies Leisure and well-being in order to increase their partnership opportunities with international investors.

Since investors and project leaders were invited to submit their projects through the online platform of UNWTO or directly via email.

Participants were requested to give a detailed description of their project including the overall Budget, Action Plan, and its contribution to Sustainable development. Once the projects were submitted the Consultant then proceeded with the business to business matchmaking and refining of the meeting agendas. The projects were then evaluated and consolidated in the catalogue of Projects of INVESTOUR 2019 which was later shared with several entities for distribution.
A total of 76 projects were submitted of which 48 were selected from Benin, Cameroon, Djibouti, Ghana, Guinea, Kenya, Madagascar, Malawi, Namibia, Niger, Nigeria, Rwanda, Somalia, South Africa, Tunisia and Zambia.

The projects received were a mix of private and public sector initiatives directly promoted by the Ministries of Tourism of the countries concerned. Background of the project leaders was as follows:

**Selected B2B projects**

- National Tourism Boards: 39%
- Private sector: 19%
- Official bodies (Ministries, governments): 42%

The largest group represented was those of the Official bodies (Ministries and Governments). The second (and almost equally as large) group is those of the National Tourism Boards. The private sector was only represented by 19% of the Project Leaders.

The projects could be divided in categories as following:

**Project Categories**

- Hotels and Accommodation: 60%
- Tourism centres: 21%
- National parks: 9%
- Transport: 6%
- Other: 4%

Most projects were Hotel and Accommodation projects. There were a few touristic centres, national parks and transport projects. In the category others there was a wide variety of projects ranging from Tourism and Technology to Wildlife Conservation.
The catalogue of projects received was distributed among all the investors. Participating investors included 12 firms in the tourism sector, specialized in development and implementation of projects, finance and investment facilitation from China, Finland, Spain, United Kingdom and USA. As is the case every year, most investors were from Spain.
For the tenth edition of INVESTOUR, the forum received the support of several sponsors whose contribution helped with the realization of the event. Their kind support and generosity surely added to the success of the forum. The organizers of INVESTOUR would like to reiterate their appreciation and extend their warm thanks to the sponsors of the tenth edition of INVESTOUR.

**PREMIUM SPONSOR**

**NEPAD Agency** is the implementing agency of the African Union, facilitating and coordinating the development of continent-wide programmes and projects, mobilising resources and engaging the global community, regional economic communities and countries in transforming Africa. NEPAD Agency is contributing to Africa’s Agenda 2063 goals, the continent’s long-term development framework for socio-economic transformation.

**GOLD SPONSOR**

**INFECAR**, the Trade Fair Institution of the Canary Islands. The institution hosts the International Fair of the Atlantic and the Official fair trade of the Canary Islands.

**Côte d’Ivoire Tourisme** is the Official Tourism board of Côte d’Ivoire. Its mission is to become the national and international reference for the development and promotion of tourism in Côte d’Ivoire and for the country to become one of the top ten countries in Africa and the first destination in West Africa by 2030.
SILVER SPONSOR

Quantum Solutions emerging Markets
specialized in the promotion, design, and
execution of projects in the areas of
infrastructure, capital goods, and services.

Special thanks is also accorded to all the partners who brought a very valuable contribution to the tenth edition of INVESTOUR:
1.1 Technical Secretariat Datasheet

**Denomination:**
Tourism Investment and Business Forum for Africa (INVESTOUR)
Foro de Inversiones y Negocios Turísticos en África (INVESTOUR)
Forum touristique sur les investissements et les opportunités d’affaires en Afrique (INVESTOUR)

**Date:** January 24, 2019, from 9:00 to 19:00

**Location:** North Convention Centre, N104 (Round tables session and cocktail) and Pavilion 9 (B2B session), Madrid’s International Fair (IFEMA)

**Participants:**
Total participants: 350 people
Participants in the B2B session: 43 organizations
Number of African countries in the Forum: 43
Number of non-African countries: 16
African Ministers: 18
Heads of African delegation: 5
Spanish Secretaries of State: 1
Spanish Minister of Tourism: 1

1.2 Steering Committee

<table>
<thead>
<tr>
<th>Luis Padrón</th>
<th>Ana Cárdenes</th>
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<tbody>
<tr>
<td>Director-General</td>
<td>Head of Economy and Enterprise</td>
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<tr>
<td>Ana Larrañaga</td>
<td>Ana Mucientes</td>
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<tr>
<td>Director</td>
<td>Coordinator</td>
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<tr>
<td>Silvia Bueno</td>
<td>Commercial Manager International Area</td>
</tr>
<tr>
<td>Zurab Pololikashvili</td>
<td>Elcia Grandcourt</td>
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<tr>
<td>Secretary General</td>
<td>Director, Regional Department for Africa</td>
</tr>
<tr>
<td>Jaime Mayaki</td>
<td>Deputy-Director, Regional Department for Africa</td>
</tr>
<tr>
<td>Sarah Gafarou</td>
<td>INVESTOUR Consultant</td>
</tr>
<tr>
<td>Hanne Van Steenbergen</td>
<td>INVESTOUR Intern</td>
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</table>
MINISTERS AND HEADS OF DELEGATIONS AT INVESTOUR 2019

1. Angola - H.E. Ms. Ângela Bragança, Minister Of Hospitality And Tourism
2. Cabo Verde - H.E. Mr. Jose da Silva Gonçalves, Minister of Tourism and Transport and Minister of Maritime Economy
3. Comoros - H.E. Mr. Nordin Ben Ahamad Abdallah, Minister of Tourism, Transport and Handicrafts
4. Côte d’Ivoire - H.E. Mr. Siandou Fofana, Minister of Tourism and Leisure
5. Gambia – H. E. Mr. Hamat Bah, Minister for Tourism and Culture
6. Ghana - H. E. Mrs Catherine Afeku, Minister of Tourism, Arts & Culture
7. Guinea - H.E. Mr. Thierno Ousmane Diallo, Minister of Tourism, Hospitality and Handicrafts
8. Guinea Bissau – H. E. Dr. Vicente Fernandes, Minister of Trade, Tourism and Handicrafts
9. Kenya - H. E. Mr. Najib Balala, Cabinet Secretary for Tourism and Wildlife
10. Mali - H.E. Mrs. Nina Walet Intallou, Minister of Handicrafts and Tourism
11. Morocco – H.E. Mr. Mohamed Sajid, Minister of Tourism, Air Transport, Handicrafts and Social Economy
12. Seychelles – H. E. Mr. Didier Dogley, Minister for Tourism, Civil Aviation, Ports and Marine
13. Sierra Leone – H.E. Mrs. Memunatu B. Pratt, Minister of Tourism and Culture
14. Somalia - H.E. Mr. Adam Isak Ali, Deputy Minister of Somalia
15. Tanzania - H. E. Dr. Hamisi Andela Kigwagalla, Minister of Natural Resources and Tourism
16. Tunisia - H. E. Rene Trabelsi, Minister of Tourism and Handicrafts
17. Zambia - H. E. Mr. Charles Romel Banda, Minister of Tourism and Arts
18. Zimbabwe - H. E. Senator Priscah Mupfumira, Minister of Environment Tourism and Hospitality Industry
19. Egypt - H.E. Mr. Omar Selim, Embajador de Egipto
20. Mozambique - H.E. Mr. Jose Antonio Alberto Matsinha, Ambassador of Mozambique to Spain
21. Namibia - H.E. Mr. Albertus Aochamub, Ambassador of Namibia to Spain
22. Senegal - H.E. Mrs. Mariame SY, Ambassador of Senegal to Spain
23. South Africa - H.E. Mr. Lulama Smuts Ngonyama, Ambassador of South Africa to Spain
24. Angola – H.E. Mr. José Luís de Matos Agostinho, Ambassador of Angola to Spain
PROGRAMME

OPENING CEREMONY

09:00 – 10:00 Registration
10:00 – 10:15 Official photo
10:15 – 11:00 Official Opening Ceremony

› Welcome Remarks by Master of Ceremony- Ms. Grandcourt Elcia, Director, Department for Africa (UNWTO)

› Mr. Eduardo López-Puertas, Director General of IFEMA

› Mr. Luis Padrón López Director General of Casa África

› Secretary of State of Foreign Affairs Spain: Mr. Fernando Martín Valenzuela Marzo

› Ms. María Reyes Maroto Illera, Minister of industry, trade and tourism, Spain

› Mr. Zurab Pololikashvili, UNWTO Secretary-General

11:00-11:45 Presentations:

› INVESTOUR AWARD FOR SUSTAINABLE PROJECTS IN TOURISM

In the framework of the 10th anniversary of INVESTOUR, the forum will celebrate and recognize a successful tourism project initiative emanating out of and developed through the B2B meetings Sessions of INVESTOUR.

› Presentation by the host of the 62nd UNWTO Commission for Africa (CAF) Mali – Signature of the agreement

› Signature of a MoU between Tunisia and UNWTO and a brief presentation by Tunisia

› Signature of an Agreement between Cabo Verde and UNWTO for the First UNWTO/ICAO Ministerial Conference on Tourism and Air Transport in Africa

ROUND TABLE SESSIONS

11:45-12:30 Session 1: Safe and seamless travel in Africa: fostering resilience and risk management in the tourism sector

2 N104 NORTH CONVENTION CENTRE – 1st floor – North Entrance
3 N104 NORTH CONVENTION CENTRE – 1st floor – North Entrance
Safety and security challenges can have a damaging impact on the development of the tourism sector in a country. Crime, health hazards, natural disasters, violence and political instability are all concerns that adversely impact the image of a destination, travelers’ behavior, and tourism demand in a country.

Intelligence and Data-sharing technologies as well as better cooperation between member states, international organizations and the private sector are key instigators for creating improved safety and security frameworks and a flourishing environment for the whole tourism and travel value chain.

With that in mind, the first session of the roundtable aims at addressing:

- The security landscape and safety challenges faced today from a national and regional perspective
- The best practices of effective coping mechanisms for fostering resilience to enhance the attractiveness of destinations and respond to the adverse impact of travel advisories
- Exploring different approaches for facilitating seamless travel and harness tourism as an agent for peace
- The implementation of effective crisis management schemes and the cooperation mechanisms at the national level in order to tailor an adequate regional response to security

MODERATOR: Dr. Dirk Glaesser, Director, Sustainable Development of Tourism, UNWTO

PANELISTS:

- H.E. M. Jose da Silva Gonçalves, Minister of Tourism and Transport and Minister of Maritime Economy, Cabo Verde
- H.E. Mrs. Memunatu B. Pratt, Minister of Tourism and Cultural Affairs, Sierra Leone
- H.E. Mr. Najib Balala, Cabinet Secretary for Tourism and Wildlife, Kenya
- Mr. Didier Ranchon, Consultant, Domaines Publics

UNWTO/NEPAD TOURISM TECH ADVENTURE

12:30-12:35

Keynote speech by Mr. Vincent Oparah, Sustainable tourism advisor, NEPAD

12:35-13:15


UNWTO is launching the UNWTO/NEPAD Tourism Tech Adventure: Promoting African Tourism Innovation, dedicated to identifying the start-ups that will lead the transformation of the tourism sector in the region. This initiative aims to challenge young African entrepreneurs to design innovative startups that would contribute positively to the facilitation of travel and tourism in their respective countries or in the region as a whole. The 5 winners will be invited to give a 5 minute
In 2017, Africa saw a 9% increase in tourist arrivals, contributing to the highest growth in international arrivals around the world since 2010. These results highlight the sector’s potential to drive socio-economic development across the continent. On the other hand, Africa is experiencing an emergence in technologies which are disrupting both business and society through increased local, regional and global connectivity. This trend is impacting positive growth of foreign direct investment, risk investments and entrepreneurship hubs exemplifying the importance of embracing innovative approaches for improved quality of the tourism industry.

Furthermore, diversification of tourism products through capitalizing on niche tourism products are becoming significant channels for accelerating sustainable and inclusive tourism therefore driving investment and job creation.

Against this backdrop, this session will explore:

- How to create an enabling environment that stimulates the growth of innovation and entrepreneurship in the continent
- Fostering tourism through innovation and embracing of digital transformation and diversification of niche tourism products.
- Means of diversifying the tourism products that the continent has to offer through focusing on niche tourism products such as cultural tourism, promotion of traditional sports...etc.

MODERATOR: Adrienne Klasa, development finance editor for fDi and The Banker magazines, and former editor of This Is Africa

PANELISTS:

- H.E. Mrs Catherine Afeku, Minister of Tourism, Arts & Culture, Ghana
- H.E. Dr. Hamisi Andrea Kigwangalla, Minister of Natural Resources and Tourism, Tanzania
- Mr. Svend Leirvaag, Vice President, Industry Affairs, Amadeus IT Group
- Ms. Victoria Salami, Chair & Co-Founder, Vhoolink
- Mr. Matongo Matamwandi, Director, Zambia Development Agency
- Ms. Marcia Maciel, Head of Strategic Partnerships & Open Innovation, Telefonica SA

14:00-14:15  Closing remarks by H.E. Mr. Najib Balala, Cabinet Secretary for Tourism and Wildlife of Kenya, Chair for the Commmission for Africa
### LUNCH

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<th>Time</th>
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<tr>
<td>14:15 – 15:45</td>
<td>Networking Cocktail offered by INVESTOUR to the participants⁴</td>
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<tr>
<td>14:15 – 15:45</td>
<td>Luncheon for the African Tourism Ministers offered by FITUR⁵—By Invitation only</td>
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### BUSINESS-TO-BUSINESS MEETINGS SESSION⁶

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<th>Time</th>
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<tr>
<td>15:15 – 16:15</td>
<td>Registration</td>
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<tr>
<td>16:15 – 19:00</td>
<td>B2B Meetings (Business to Business)</td>
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⁴ Sala Neptuno
⁵ North Convention and Congress Center, Room Colon, Second Floor
⁶ Pavilion 9, Stand 9 D08
PROFILE OF PANELISTS

SESSION 1: SAFE AND SEAMLESS TRAVEL IN AFRICA: FOSTERING RESILIENCE AND RISK MANAGEMENT IN THE TOURISM SECTOR

MODERATOR: Dr. DIRK GLAESER, DIRECTOR OF SUSTAINABLE DEVELOPMENT OF TOURISM, UNWTO

Dr. Dirk Glaesser is the Director for Sustainable Development of Tourism at the World Tourism Organization (UNWTO). The SDT programme deals with the different challenges and opportunities of tourism development, among them environment and planning, investment and finance, and safety and security.

PANELIST: H.E. MR. NAJIB BALALA, CABINET SECRETARY, MINISTRY OF TOURISM, KENYA

Having served as a Minister in five other Cabinets in the last 15 years, Mr. Balala is a former Member of Parliament and Mayor of Mombasa. Credited with steering Kenya’s Tourism Sector to recovery, he has played a significant role in boosting growth and stability in the Kenyan and regional tourism sector, working closely with private and institutional investors, with conservation and regional development agencies to ensure that the economic potential of this vital sector is prudently and sustainably managed.

PANELIST: H.E. MR. JOSÉ DA SILVA GONÇALVES, MINISTER OF TOURISM AND TRANSPORT, AND MINISTER OF MARITIME ECONOMY, CABO VERDE

Minister of Tourism and Transport, and Minister of Maritime Economy since January 2018, previous Minister of Economy and Employment for the period of April 2016 – December 2017, José Gonçalves is a Trade, Investment and Private Sector Development specialist with over 30 years of international experience in project and program development and management. Minister Gonçalves in charge of two ministries on two different islands is among the Cabinet’s senior ministers and oversees a portfolio of very important key economic areas including tourism, air and maritime transportation, maritime economy, and fisheries.

PANELIST: H.E. MR. MOHAMMED SAJID, MINISTER OF TOURISM, AIR TRANSPORT, HANDICRAFTS AND SOCIAL ECONOMY, MOROCCO

Graduated from the High school of Lille (France). Married and father of 3 children. Works in the private sector: Textile - Real Estate. Activist in associative work Member of the Taroudant Region for 4 terms from 1993 to 2011. Mayor of Casablanca for 2 terms from 2003 to 2015. Secretary General of the Constitutional Union Party since 2015. He was appointed on April 5, 2017 by His Majesty the King Minister of Tourism, Air Transport, Handicraft and Social Economy

PANELIST: H.E. MRS. MEMUNATU B. PRATT, MINISTER OF TOURISM AND CULTURAL AFFAIRS, SIERRA LEONE

Prior to her recent appointment as Minister of Tourism and Cultural Affairs by the New Administration of H. E. Julius Maada Bio, H.E.Mrs. Memunatu B.Pratt served in various capacities in the field of education, peace and security wherein she excelled and received several honors, awards and recognition for her work which prompted the President to appoint her to revive and reposition the auspicious but fledgling tourism industry in Sierra Leone. H.E. Mrs. Pratt pioneered the establishment of the Department of Peace and Conflict Studies at Fourah Bay College, University of Sierra Leone, where she served as a Senior Lecturer and Head of the Department for close to 24 years. She was also a Visiting Professor to Hiroshima University and Hiroshima Peace builder’s
Centre in Japan for over 7 years. She also served as a Visiting Professor and resource person to several universities in Africa, Asia, Europe and the United States. She has a number of publications to her name and she is a recipient of the National Prestigious Insignia Award as Grand Officer of the Order of the Rokel (GOOR) from the Republic of Sierra Leone.

PANELIST: MR. DIDIER RANCHON, CONSULTANT, DOMAINES PUBLICS

Until 30 July 2016, Didier Ranchon was General Manager for Europe of GardaWorld International Protective Services, based in Brussels. A pioneer in the field of institutional security, and having secured €60 million in contracts in 2016, he participated in the creation and management of the Crisis Management Task Force of the French Ministry of Foreign Affairs. He also created and managed the representation at the European and international Institutions in Brussels of the France’s top risk management company, where he further developed his expertise in this specific area, obtaining and executing EU framework contracts. Previously, Didier Ranchon served in the French Ministry of the Interior, forming part of and heading several task forces against organized crime and the fight against drug trafficking. He is involved in numerous training missions and is also a recognized expert of the UNWTO (World Tourism Organization). Didier Ranchon graduated from the École Supérieure des Inspecteurs de la Police Nationale (ESIPN) and holds a Master’s degree in Diplomatic and Strategic Studies from CEDS.
MODERATOR: ADRIENNE KLASA, DEVELOPMENT FINANCE EDITOR FOR FDI

Adrienne Klasa is Development Finance Editor of The Banker and fDi magazines at the Financial Times Group. Previously she was Editor of This is Africa, the Financial Times’ flagship Africa publication. Her writing has also appeared in the Financial Times, the Guardian, Forbes, Slate and Foreign Policy, among others. She speaks and moderates at events worldwide and appears as a commentator on radio, podcasts and broadcast news. She is a 2017 FPI Fellow for women in foreign policy and holds two first class degrees in political science: a Bachelor’s from McGill University and a Masters from the School of Oriental and African Studies, University of London.

PANELIST: H.E. MS. CATHERINE AFENU, MINISTER OF TOURISM, ARTS & CULTURE, GHANA

H.E. Catherine Abelema Afenu worked with the World Bank and Sitico Petroleum in Kenya as Business Development Consultant. Mrs. Afenu entered Ghanaian politics in the early 2000s and became Government’s Spokesperson on Infrastructure during President Kuffour’s regime. In Parliament, she first served on the Roads and Transport Committee and then as a Deputy Ranking Member of the Communications Committee. She later became a Member of the Business Committee of Parliament. In January 2017, she was appointed as Minister for Tourism, Arts and Culture, a role she has played diligently over the last one and half years. Her dynamism, coupled with a deeper sense of appreciation of the sector has led to the initiation of many projects and programmes.

PANELIST: H.E. DR. HAMISIS ANDREA KIGWANGALLA, MINISTER OF NATURAL RESOURCES AND TOURISM, TANZANIA

H.E. Dr. Hamisi Andrea Kigwangalla is the Minister of Natural Resources and Tourism of the United Republic of Tanzania since 2017. He obtained a Master’s Degree in both Business Administration and Public Health and is candidate for a PhD in Public Health (Health economics and Health Sistems) in the University of Capetown. In his professional career he has held many positions, such as member of the Social Development and Services Committee (2015-2018), member of the Parliament of Tanzania (2010-2015) and Deputy- Minister of Health, Social Development, Gender, Elderly and Child Ren (2015-2017).

PANELIST: MR. MATONGO MATAWANDI, Director, Zambia Development Agency

Mr. Matongo is an award winning Marketer having won both Marketing Personality of the year and President’s Marketing award. He is a past President of the Zambia Institute of Marketing and has served and chaired a number of Boards in various Industries. He is currently Director – Investments at Zambia Development Agency (ZDA).

Mr. Matongo is a Chartered Marketer, Business Strategist and a Lecturer of Marketing, having pursued a multi dimension career encompassing corporate management, academic and private consultancy. He has industry experience spanning across FMCG, Tourism, Education and Training and Investment Promotion and Facilitation.

He is a Doctorate student and a holder of an Msc in Marketing, MBA – General, BA in Economics and a Post Graduate Diploma in Marketing. He is also a trained Diplomat. Matongo is a Fellow of both Zambia Institute of Marketing (ZIM) and Chartered Institute Marketing – UK (CIM).
PANELIST: MR. SVEND LEIRVAAG, VICE PRESIDENT INDUSTRY AFFAIRS, AMADEUS IT GROUP

Svend O. Leirvaag is VP Industry Affairs with Amadeus IT Group SA. He is a graduate of Pacific Lutheran University (USA), and holds a master’s degree from the Norwegian School of Management. Starting his career with Scandinavian Airlines as a management trainee in 1986, Svend was recruited to Amadeus in 1988, and held numerous positions during the early years of the GDS industry.

PANELIST: MS. VICTORIA SALAMI, CHAIR & CO-FOUNDER, VHOOLINK

Victoria Salami is the Chair and Co-founder of Vhoolink, an African based consultancy firm that provides advisory and implementation services to governments and SME’s that impact Tourism in key areas such as Tourism Branding, PR, Marketing and Technology. She is a senior management and UK legal professional. She is the CEO of UK based mid luxury brand Victoria Lam that recently partnered with the BAFTA’s. She is a business development specialist who strongly believes that focused tourism can strengthen “Brand Africa”, cultivate a 'new high standard' and foster technological advancement.

PANELIST: MS. MARCIA MACIEL, HEAD OF STRATEGIC PARTNERSHIP & OPEN INNOVATION, TELEFONICA SA

Marcia Maciel is the Head of Strategic Partnerships for Telefonica Open Innovation, the unit comprising all the acceleration programs and VC tools of Telefonica Group. Working with business development, strategic partnerships and marketing planning for multinationals for the past 6 years, both in Latin America and Europe. Masters in Marketing and Sales from EAE Business School.
Don’t allow terrorism to scare off tourists
African ministers discuss in Fitur how to ensure the safety of visitors and combat the image of violence in their countries

Speaking about terrorism, crime or even war at the same time as tourism may seem like a paradox. Any country can be the target of a violent attack, but it is the management of the crisis that can make the difference between a decrease in visitors or ensuring the flow of arrivals. Six years ago, Nairobi, the capital of Kenya, suffered one of its worst massacres when Islamic radical Somali militia Al Shabaab attacked a shopping centre and shot 70 people. Security cameras recorded images of the entire tragedy which were subsequently leaked to the media. A week ago, the same jihadists perpetrated another attack in a hotel in the same city and killed 21 people. “After the latest one there were no tourist cancellations, which was not the case in 2013,” said Najib Balala, Kenya’s Secretary of Tourism, at Investour, the African tourism forum which is celebrating its 10th anniversary in this edition. What has changed in this time?

“What we have learned is to manage situations quickly and effectively. In 2013 we were not able to do so, and this time it took 10 minutes to get to the hotel, take control and get in touch with our international partners. The key was to provide constant information to the media about what was happening and how we were managing it,” explained Balala. “Over these years we have invested a lot in intelligence, in data analysis and in equipment and, above all, we have learned that if you do not control the narrative, they control it for you.”

Security was one of the main topics of the sessions held in the framework of the International Tourism Fair (Fitur), which was attended by 23 ministers of tourism from across the continent. This event is organized by Casa África, the UNWTO and Fitur. According to UNWTO data, Africa last year received almost 63 million visitors who spent 37 billion dollars. The majority were concentrated in the Maghreb, while in sub-Saharan Africa the leading country is South Africa (more than 10 million), followed by Zimbabwe (2.4 million) and Côte d’Ivoire (1.5 million).

Jose Da Silva, Minister of Tourism and Transport of Cabo Verde, reported how his country has digitized the passport registration of visitors to improve security and to more precisely monitor who enters its territory. “We also require that they register at least five days before arriving so that different agencies can cross-check data and thus also strengthen border control,” he added. Da Silva said that thanks to technology, developing countries do not have to wait for solutions to come from Western industrialized countries, but rather they can apply these tools on their own.

Over these years we have invested a lot in intelligence, in data analysis and in equipment and above all we have learned that if you do not control the narrative, they control it for you.

Sierra Leone came out of its civil war 17 years ago and still carries the stigma of being an unsafe place. Its minister, Memunatu B. Pratt, pointed out that the country has some of the best beaches and nature and that it is working on improving infrastructure, and also mentioned the visa control system. “This is the time, we have an opportunity that we had not had before, because a large number of countries have emerged from conflicts that beset them and enjoy political stability,” she explained. The minister added that it is necessary to educate the citizens themselves so that they understand the importance of security for the tourism industry. Her Moroccan counterpart, Mohammed Sajid, said that terrorism is always an “isolated act of irresponsible people”. “We have to show our values of coexistence and our degree of openness and hospitality,” he said.
Didier Ranchon, a tourism consultant, added that private companies can contribute to the “professionalization of employees” and the “expansion of models that have worked”. He pointed to Kenya’s crisis management as an example that “communication does not limit security”.

The Kenyan secretary summarized the lesson his country learns with each attack and that can be applied to anyone: “There are attacks everywhere. In Paris, in Orlando, in Las Vegas... What we have to learn is to be resilient. We have been attacked many times, but each time we have recovered better.”

Source:https://elpais.com/elpais/2019/01/24/planeta_futuro/1548343643_615233.html?id_externo_nwl=newsletter_planeta_futuro20190130

Original: Spanish
20 tourism ministers from various African countries attended INVESTOUR, the Tourism Investment and Business Forum for Africa, now a well-established event celebrating its tenth edition.

More than 20 tourism ministers from various African countries attended INVESTOUR, the Tourism Investment and Business Forum for Africa, now a well-established event celebrating its tenth edition. Organized jointly by the World Tourism Organization (UNWTO), Casa África and FITUR, INVESTOUR promotes sustainable development in Africa and facilitates meetings on investment and business opportunities in the continent.

The tenth edition of INVESTOUR consisted of two round tables and a session of business-to-business meetings. This strategic platform is held every year within the framework of the FITUR tourism fair in Madrid, and puts African entities with tourism projects in direct contact with potential international partners.

The sessions covered topics such as safety and security challenges and their impact on the development of the tourism sector, as well as the issues of crime, health hazards, natural disasters, violence and political instability, which affect the image of a destination. Participants also discussed the promotion of tourism through innovation and digital transformation and diversification through niche tourism products.

As a new feature in this year’s edition, the UNWTO launched the Tourism Startup Competition for Africa devoted to identifying emerging companies that will lead the transformation of the tourism sector in the region. The objective of this initiative is to challenge young African entrepreneurs to design new innovative companies that contribute positively to the facilitation of travel and tourism in their respective countries or in the region in general. The five winners gave presentations to pitch their ideas.

Spain wants to be a tourism reference for African countries, as well as a destination for its tourists, said the Minister of Industry, Trade and Tourism, Reyes Maroto, on Thursday, during the tenth edition of the Tourism Investment and Business Forum for Africa (Investour), held in the framework of the International Tourism Fair being held this week in Madrid.

The Minister pointed out that Spain’s leadership in the tourism sector makes it possible to carry out actions in the field of cooperation for the transfer of knowledge to emerging countries that are committed to tourism and social development.

Maroto highlighted the importance of Investour, the forum jointly organized by the UNWTO, Fitur and Casa África, which celebrated its 10th anniversary with another record-breaking edition, bringing together more than 20 African ministers and more than 350 attendees from 55 countries of the continent.

As the minister recalled, “the forum began ten years ago as a small meeting of the African and Spanish tourism sectors within the framework of Fitur and has now become the most important international forum for sharing projects and reflections on African tourism”.

Maroto stressed that Spain’s position as a tourism leader in the world is “an excellent platform” from which to contribute to the “sustainable and inclusive” development of Africa. Thus, she reiterated the commitment of the Government of Spain to the search for “spaces for cooperation, defence of mutual interest and collaboration in joint projects”.

“There is a very important space for the collaboration of companies in the Spanish tourism sector with Africa,” she said, adding that this collaboration also aims at the enhancement of “security and innovation in tourism”.
For his part, the Secretary of State for Foreign Affairs of Spain, Fernando Martín Valenzuela, pointed out some prerequisites needed for tourism to develop in Africa, such as “the strengthening of infrastructure, and physical and legal security that encourages the presence of investors”.

VISIBILITY AND PROMOTION OF AFRICA

The secretary-general of the World Tourism Organization (UNWTO), Zurab Pololikashvili, said that “there are more and more Spanish companies investing in Africa,” adding that the continent “needs more visibility and promotion”.

Among his main priorities, he mentioned “air connectivity” and the strengthening of the territory as a tourism destination. He also referred to the contribution of innovation and digital transformation to the development of tourism and highlighted the importance of education for the social and economic development of the continent.

To conclude, the general manager of Casa África, Luis Padrón, recalled how “before, the tourism sector was not present in many of the agendas of African countries, but now it has taken an important role”.

SPECIFIC LINES OF FINANCING

However, he also warned about some challenges that need to be addressed. “It is necessary to look for specific lines of financing for tourism investments, as there are in other economic sectors. We must continue strengthening the consolidation and definition of tourism development and management plans, as well as advance in the professional training of workers in the African tourism industry.”

For his part, Eduardo López-Puertas, CEO of Ifema, explained that Africa is one of the geographical areas that have grown the most at Fitur, by 15%, which has allowed it to also increase its international reach. In addition, the fair has received first-time participants such as Djibouti and Sierra Leone.

Spain is committed to working with the African countries. In the framework of Fitur, the minister held bilateral meetings with representatives of Zambia and Morocco to advance in the development of the tourism sector and the search for a space for mutual collaboration.


Original: Spanish
More than 20 tourism ministers from various African countries attended INVESTOUR, the Tourism Investment and Business Forum for Africa, now a well-established event celebrating its tenth edition. Organized jointly by the World Tourism Organization (UNWTO), Casa África and FITUR, INVESTOUR promotes sustainable development in Africa and facilitates meetings on investment and business opportunities in the continent.

L-R (Mali’s Minister of Crafts and Tourism: Ms. Nina Walet Intalou and SG of UNWTO Amb Zurab Pololikashvili signing the agreement for the hosting of 62nd CAF Meeting in Bamako 

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tourism fair in Madrid, and puts African entities with tourism projects in direct contact with potential international partners.

L-R: Ministers of Tourism from Sierra Leone, Morocco, Kenya, Cabo Verde and Concluant didier Ranchon discussing Tourism and Security

Ministers of Tourism and delegates seated at the Auditorium at Investour

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The five African travel tech start ups from South Africa, Senegal, Zimbabwe, Ethiopia and Uganda


Original: English
“For Africa, the only way is up!” said the Secretary-General of the World Tourism Organization (UNWTO), Zurab Pololikashvili, during the inauguration of the tenth edition of Investour, the Tourism Investment and Business Forum for Africa. “The continent has great potential that has not been explored to a large extent yet,” he continued, before recalling that today is the International Day of Education and declaring that it is necessary to improve training to create quality jobs in this and other sectors.

Investour opened its doors this morning at Fitur, with more than 350 attendees and 24 ministers gathered at the North Convention Centre of IFEMA and in an atmosphere of optimism and celebration. The Minister of Industry, Trade and Tourism of Spain, Reyes Maroto, was the special guest on the tenth anniversary of this event, whose inauguration was also attended by Pololikashvili, the Secretary of State for Foreign Affairs, Fernando Valenzuela, the general manager of Casa África, Luis Padrón, and the CEO of IFEMA, Eduardo López Puertas. Investour has been organized by the UNWTO, Fitur and Casa África for the past decade, and today celebrates its consolidation as the most important international event for analysing the present and the future of the tourism sector in the African continent.

Pololikashvili said in his speech that tourism can contribute to the creation of the much needed jobs of the future and that “it is at the centre of the machinery that makes the world progress”. The chief executive of the UNWTO announced the presentation of five startups from Ethiopia, Senegal, South Africa, Uganda and Zimbabwe, which are vying for a grant from the Instituto de Empresa Business School (IE), a partner of the organization and one of the world leaders in the education of executives and entrepreneurs.

“The position of Spain in the world is undoubtedly an excellent platform for Spanish initiatives abroad, among which Plan África has a prominent role,” said Minister Maroto in her speech. “As a world leader in tourism, Spain has a leadership position based on knowledge, but also on cooperation. We want to be a positive influence and lead the tourism agenda of the European Union for Africa, an agenda committed to the 2030 Sustainable Development Goals, which should serve to promote a 21st century tourism policy that contributes to sustainable and inclusive development.”

Luis Padrón, general manager of Casa África, said that its mission is to bring Africa closer to Spain and that this initiative, the institution’s biggest in the field of economic diplomacy, meets this objective “to offer a space that favours the creation and strengthening of the networks of Spanish-African contacts and common projects”.

This morning, Investour witnessed the signature of several agreements with the ministers responsible for tourism of three African countries: a memorandum of understanding for technical cooperation between Tunisia and the UNWTO and two agreements with the ministers of the sector in Mali and Cabo Verde, in the first case to host the 62nd Commission for Africa (CAF) of the UNWTO in June and in the second, to host the First Ministerial Conference on Tourism and Air Transport in Africa, organized by the UNWTO and the International Civil Aviation Organization (ICAO) in March.
In addition, a distinction was awarded to Rwanda’s Greg Bakunzi, an entrepreneur who founded and is the owner of Amohoro Tours and Red Rocks Rwanda. According to Elcia Grandcourt, the UNWTO’s regional director for Africa who served as Investour’s master of ceremonies, Bakunzi has participated in all ten editions of the event and does a remarkable job in combining adventure, experience and education with his project, which has helped local communities to develop and take responsibility for protecting the environment. “Red Rocks focuses on transforming lives and bringing positive changes to communities around the Volcanoes National Park, where Greg and his team operate,” said Grandcourt.

She also presented a video summary of the ten years of Investour created by Casa África entitled “We have come so far together” and introduced the round tables on security and on digital transformation.

The first round table dealt with security under the title Safe and Seamless Travel in Africa: Fostering Resilience and Risk Management in the Tourism Sector moderated by Dirk Glaesser, director of Sustainable Development of Tourism at the UNWTO, while the second was entitled, Embracing Digital Transformation, Innovation and Promoting Niche Tourism Products and was moderated by Adrienne Klasa, editor at The Banker and fDi magazines, of the Financial Times group.

Between the two round tables, the New Alliance for Africa’s Development (Nepad) presented its project Tourism Tech Adventure: Promoting African Tourism Innovation developed in collaboration with the UNWTO and the five African startups that opt for a training grant with IE were presented. Musician Abdellahe Al Fan opened and closed the morning sessions, followed in the afternoon by B2B meetings among businessmen, entrepreneurs and experts from Africa and other continents.

Investour is supported by Nepad, Tourism of Côte d’Ivoire, INFECAR and Quantum Solutions Emerging Markets as well as by partners such as the Moroccan Tourism Office in Madrid, Voyages Afrique, EBIZ Africa Review and vhholink.

The growth and consolidation of the forum in recent years has gone hand in hand with the growing importance of the tourism sector in the continent. According to data recently released by the UNWTO, the world has experienced the highest growth in tourist arrivals since 2010, with 1.3 billion travellers in 2017, and this growth was especially strong in Africa, where arrivals increased by 8.6% compared to the world average of 7%.

Africa received almost 63 million visitors who spent 37 billion dollars in that year. The majority were concentrated in the Maghreb, while in sub-Saharan Africa the leading country is South Africa (more than 10 million arrivals), followed by Zimbabwe (2.4 million) and Côte d’Ivoire (1.5 million).

This activity is carried out within the framework of the CONFIAFRICA project, co-financed by the European Union through the European Regional Development Fund (ERDF) within the framework of the INTERREG MAC cooperation programme (Azores, Madeira and the Canary Islands).

Source: http://www.casafrica.es/detalle-casa-africa-medios_932_934.jsp%3FPROID=905017&CATID=41.html

Original: Spanish
INVESTOUR ON SOCIAL MEDIA

@VoyagesAfrique - 31s
VoyagesAfrique: INVESTOUR The Regional Director for Africa at the @UNWTO @UNWTO @EconomC16769 Eliza Grandcourt speaks on the first @UNWTO @ExpoAgency Tourism Tech Adventures at the recently concluded @tan_madrid @polokashvili @TanM @Makul @Rasul @Bambis @Czakohna INVESTOUR

@Unwto - 24 Jan.
World Tourism Organization: Great #实在 meeting after the closing of the 10th Anniversary of INVESTOUR with the Minister of Zambia Dr. Charles Banda, discussing key points on strategic sustainable development potential in the nation for the year to come.

@unwto - 24 Jan.
Juan Guer @lupi141 - 24 Jan.
@AmandusGTGroup/ Swand Leinaag at INVESTOUR / FITUR: New models of public-private collaboration are needed to ensure that tourism-generated wealth stays in Africa.
World Tourism Organization • @UNWTO - 24 Jan.
Thank you ministers, tourism leaders, investors and participants for being here today. Through the success of this 10th anniversary of INVESTOUR let us continue strengthening tourism alongside our brother and sisters of the African continent - @bobilakashvili
Tweet retailed

World Tourism Organization • @UNWTO - 24 Jan.
#HappeningNow
“We must continue to come together to continue to develop the African Jewel and enhance sustainability through innovation in the tourism sector” Minister of Tourism of Kenya, Mr. Najib Balala @kunajibu closing the 10th anniversary of INVESTOUR
Tweet retailed

ANITA MENDIBATTA @AnitaMendibatta - 24 Jan.
There is no greater force than tech for unlocking education & opp. creation in Africa. @NataliaBayona @UNWTO showcases 5 African startups “connecting the dots” between education, innovation, investment & tourism. #INVESTOUR
@ motivo_madrid picture.twitter.com/wy4yjX9kYh
Tweet retailed

World Tourism Organization • @UNWTO - 24 Jan.
#HappeningNow Round Table 2
Participants gather to innovate new approaches to creating an environment where both Africa’s socio-economic development & the emergence of technologies can evolve in harmony & influence each other in a positive way.
#INVESTOUR #ITUR2019
Tweet retailed
As per their Ministries it’s important to invest in transportation and business for the resilience in tourism. Also, #UNWTO insists on the fact that success cases already exist and technology and training are essential to support a broad regional development.

Thread:

1. **World Tourism Organization** • @UNWTO • 24 Jan.
   - More info [redrocksinitiative.org](http://redrocksinitiative.org)

2. **EmbEspNamibia** • @EmbEspNamibia • 24 Jan.
   - At the #FITUR2019 Investour meeting @ManoloReyes points out the role of Spain as a world leader in tourism and therefore a reference for African countries.
   - "We want to lead Europe’s tourism agenda for Africa, aligned with the Agenda 2030 objectives" @minoturgob

3. **Ronald Njako** • @Rjdor_ondual • 24 Jan.
   - CEO of Amahoro Tours Rwanda Mr. Craig Bakunzi has been recognized for his efforts in promoting sustainable tourism development in Rwanda by UNWTO Secretary General at the ongoing Investour 2019 in Madrid, Spain.
Ministry of Environment, Tourism & Hospitality @METH_Zimb... 24 jan.
The INVESTOUR is a forum through which we aim to stimulate sustainable tourism development, attract investment & nurture entrepreneurship in Africa. The event is organized in two sessions.
#Investour19
#VisitZimbabwe – by AENA La Povera Azul

VoyagoAfriq @VoyagoAfriq 24 jan.
#Investour2019 Ministers from Sierra Leone 🇸🇱 Tanzania 🇹🇿 Ivory Coast 🇬ermann & Gambia 🇬🇲 at Investour @isandou_fofana @HiGysengalla @Casalfrica @UNWTO

Ministry of Environment, Tourism & Hospitality @METH_Zimb... 24 jan.
Hon. Musculara sharing a word with @UNWTO Secretary General @ZurabPololikashvili on the sidelines of the INVESTOUR Business Forum for Africa currently underway in Madrid Spain.
#Investour19
#VisitZimbabwé

UNWTO @UNWTO 24 jan.
The 10th edition of the Tourism, Investment and Business Forum for Africa (UNINVEST), organized jointly by the UNWTO, FITUR and Casa Africa is currently underway at TourismTrade Fair (FITUR), in Madrid, Spain. – by AENA La Povera Azul

Oumarou @Oumarou 24 jan.
The 10th edition of the Tourism, Investment and Business Forum for Africa (UNINVEST), organized jointly by the UNWTO, FITUR and Casa Africa is currently underway at TourismTrade Fair (FITUR), in Madrid, Spain. – by AENA La Povera Azul
La X edición de #Investour abordó temas como los desafíos de seguridad y protección, su impacto en el desarrollo del sector turístico, delincuencia, peligros para la salud, desastres naturales, la violencia y la inestabilidad política.

Investour es una plataforma estratégica que pone en contacto directo a entidades africanas con proyectos turísticos y posibles socios internacionales.

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ST5 - Sustainable Tourism Solutions - 5de

Viajes seguros, resiliencia, gestión de riesgos en el sector turístico y la transformación digital e innovación, enfoque de la décima edición de INVESTOUR. Safe travel, resilience, risk management in the tourism sector and digital transformation and innovation, focus of the tenth edition of INVESTOUR. (In Spanish): https://linköpingK7af8

Vertaling weergeven

Nexum Export, S.L.

Dentro del marco de FITUR se desarrolló #Investour, el Foro de Inversiones y Negocios Turísticos para África, una cita imprescindible para nuestro sector. Nos quedamos con la frase “Para Africa, el único camino es hacia arriba” #Turismo #Business Negocios #Impornt #export #Internacionalización

Vertaling weergeven