



IX TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA

FITUR (IFEMA), Madrid, Spain, 18 January 2018

PROVISIONAL PROGRAMME

Opening ceremony (09:00 – 11:30)

09:00 – 10:00	Registration
10:00 – 10:15	<ul style="list-style-type: none"> • Official photo
10:15 – 11:00	<ul style="list-style-type: none"> • Official Opening Ceremony - Welcome Remarks by Mrs. Elcia Grandcourt, Director, UNWTO Regional Programme for Africa (Master of Ceremony) - Casa África - IFEMA - UNWTO - Spanish authorities
11:00-11:30	Presentations: <ul style="list-style-type: none"> - 61st UNWTO Commission for Africa (CAF) - Presentations of joint Publication and UNWTO Awards

Round table sessions (11:30 – 13:45)

11:30 – 12:30	<p>Session 1: <i>Brand Africa: Fostering tourism development and investment opportunities.</i></p> <p><i>Today, negative perceptions and misconceptions of Africa are identified as the major obstacles to enhancing tourism development and investment opportunities in the region. Aware that branding a destination is becoming imperative for the region to fully maximize the development potential of this sector, the first session of the roundtable aims at exploring the situation of Brand Africa and its impact on tourism in the region. Additionally, it aims at exchanging know-how and national experiences of policy measures taken by Member States to reorient and manage a successful brand for their respective destinations.</i></p>
12:30 – 13:30	<p>Session 2: <i>Biodiversity as a driver for sustainable tourism: The importance of effective community involvement</i></p> <p><i>The African region is vastly rich in biodiversity; the continent today hosts wildlife reserves and animal sanctuaries, making it a key tourism product in the region. Moreover, Wildlife watching represents 80% of the total annual trip sales to Africa. To obtain long-term conservation of the high biodiversity within Africa, it is essential to</i></p>

*For this edition of INVESTOUR, the round tables sessions will run parallel with the B2B meetings.

combat unsustainable activities threatening wildlife. These problems cannot be tackled only by governments. It requires the strong will and commitment of all stakeholders working together both at the national and international level. The involvement of local communities is of the utmost importance and must be taken into consideration in order to succeed in the conservation of the vast biodiversity of the continent.

This session will highlight the economic benefits biodiversity has on the tourism sector in the region and will give an extensive insight into the different means of enhancing its benefits for the people while triggering local communities' involvement in the protection of conservation campaigns.

13:30 – 13:45

Closing remarks

B2B meetings session (FITUR B2B Workshop) (11:15 - 14:00) Pavilion 9, Stand 9 D08

11:00 – 12:00

Registration

12:00 – 14:00

Workshop Meetings B2B (Business to Business)* hall 9, stand 9D08

14:00 – 15:30

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

14:00 – 15:30

Luncheon for the African and the Middle East Tourism Ministers offered by FITUR/IFEMA– by invitation only (North Convention and Congress Center, Room Colon, Second Floor)

**Each participant will be provided with a previously arranged agenda of appointments on the basis of the information provided in the registration online platform. All participants must have their own necessary logistic material in order to guarantee a successful meeting (Laptop, leaflets, catalogs, etc....) N.B. Participants are informed that there will be no technical assistance available such as computers with printers, photocopier, fax, scanner, WIFI internet, nor translation services.*