



V TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA

FINAL REPORT



MADRID, FEBRUARY 2014

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I INTRODUCTION

The fifth Tourism Investment and Business Forum for Africa (INVESTOUR) was held on 23 January 2014 in the context of the 34th edition of the Madrid International Tourism Fair (FITUR). The Forum renewed the spirit with which the event was founded in 2010, transforming itself into an ideal platform to establish and consolidate links of business cooperation between African countries and Spanish companies in the field of tourism.

As a new feature in this year's edition, the Organizing Committee opened up the forum to institutions and companies from Portugal. On the other hand and to keep with the idea of the previous edition, it was decided to continue to accommodate not only potential investments but also organizations and companies looking for business opportunities related to tourism development on the African continent.

INVESTOUR has since its inception been showcased in two sessions. The morning session is devoted to open debates on issues relevant to tourism in Africa. This year's session addressed key issues prevalent in Africa: air connectivity, visa facilitation and hotel infrastructure development. Both sessions were moderated by experts from the tourism industry with knowledge on the topics. The afternoon business-to-business meetings were held between institutions and entrepreneurs from Africa, Spain and Portugal.

The process for the organization of INVESTOUR 2014 is discussed in this report, along with the topics of the debates that took place during the roundtable sessions and the attendance data.

II PROGRAMME

II.I Morning Session

The first session of INVESTOUR took place from 10h00 to 14h00 p.m. in rooms 107-108 of the North Convention Centre of IFEMA, the reception of credentials and in situ registrations started from 09h00 and 10h00. The morning session included the official opening, presentation of INVESTOUR Recognition Award, and the roundtable sessions followed by a presentation on Angola where the 56th edition of the UNWTO Commission for Africa is set to take place. The annexes include information about the moderators and panellists who participated in the round tables sessions.

The inauguration began with welcome remarks by the newly appointed UNWTO Regional Director for Africa, Elcia Grandcourt, who expressed appreciation for the continued support shown by both the public and private sectors during the five editions of the forum, while stressing the effort and commitment that Africa is making in order to promote tourism as a means to reduce poverty, create jobs and promote sustainable development. Speaking after her were, Mr. Santiago Martínez-Caro, Director-General of Casa África; CEO of IFEMA, Mr. Luis Eduardo Cortés; and Mr. Taleb Rifai, Secretary-General of the UNWTO.

Mr. Martinez-Caro described INVESTOUR as the premier forum for generating real business opportunities for African and Spanish companies, by serving as an instrument that "showcases opportunities of the African continent for the realization of projects in the tourism sector, brings together companies from different backgrounds and creates synergies between them, showing the potential of Spain in this field". Mr. Martinez-Caro also stated in his speech that ten of the twenty economies with the biggest growth potential out to 2017 are African countries, and that among the ten countries that grew most in the last decade, six are in Africa. "The forecast for 2014 is that virtually all African countries will grow economically at much higher rates than OECD countries," said Mr. Martinez-Caro.

For his part, Mr. Cortés in his speech highlighted the participation achieved to date over the different editions of INVESTOUR: 550 projects presented from 45 African countries, 180 Spanish companies and more than 800 participants. He highlighted the importance of the topics addressed in the roundtables, describing them as "issues that are at the core of any initiative to boost tourism whose analysis is critical to their interests." Mr. Cortés also highlighted the context in which the forum took place, FITUR, a fair recognized as one of leading business forums for the tourism sector with the participation of more than 9,000 companies and around 200,000 visitors. He added that the number of exhibitors from Africa at the fair "has increased by 4% with two new countries joining it: Kenya and Equatorial Guinea".

Finally, the Secretary-General of the UNWTO, Mr. Taleb Rifai, said that over the years, the number of projects and companies participating in the forum has been increasing, "turning this initiative into a dynamic platform for African and Spanish businesses and institutions". In his remarks Mr. Rifai said that in 2013 the continent received 56 million tourists, 5% more than in 2012, a figure he described as "impressive considering that the total number of international tourists in Africa was below 20 million just a decade ago". Mr. Rifai also noted the biggest obstacles facing the continent in increasing these numbers: air connectivity, visa facilitation and investment in hotel infrastructure.

After the official opening, a special recognition ceremony was dedicated to the former director of the UNWTO Regional Programme for Africa, Ousmane Ndiaye, who was given an award

acknowledging his more than 35 years of dedication to tourism development in the region, as well as his professional efforts to set up the Forum in 2010.

Air connectivity and visa facilitation, key factors for tourism development in Africa

The first roundtable session addressed the topic on air connectivity and visa facilitation as key elements for tourism development on the continent. The session was moderated by Mr. Jon Howell, representative of UBM Aviation Routes Ltd. The panellists included the Minister of Tourism and Hospitality Industry of Zimbabwe, H.E. Mr. Walter Mzembe; the Chief of Planning and Business Development of Air Europa, Mr. Albert Muntané; the Executive Director of the Kavango-Zambezi Transborder Protected Area (KAZA TFCA), Mr. Frederick Dipotso; and the Regional Marketing Manager of Turkish Airlines, Mr. Miquel Alimbau.

Mr. Howell opened one line of discussion by noting that despite the tourism growth of 5% being experienced by Africa and the fact that its population growth accounts for 12% worldwide, the continent only receives a mere 3% in global air traffic. Another line of discussion was the impact that liberalization of African airlines would have on the economy of each country and on passengers.

The Minister from Zimbabwe described Africa as a "continent of opportunities" and invited both Spain and Latin America to explore its economic potential. He also stressed the importance of collaboration between African countries, and cited as an example the UNWTO General Assembly jointly organized last August by Zimbabwe and Zambia. Among the areas he indicated as being key for increasing tourism in the continent was the opening of borders, both between continents and between African countries, citing as examples to follow the European Schengen agreement, and the common visa between Kenya, Uganda and Rwanda; joint tourism promotion by the islands of the Indian Ocean: Mauritius, Madagascar, Seychelles, and other Vanilla Islands; and the joint efforts of Zambia and Zimbabwe in fighting for the protection of animals. The Minister also pointed out the importance of improving air connectivity in Africa and supporting African airlines with a view to increasing inter-regional connectivity.

The representative from Air Europa stressed the need to "facilitate the implementation of airline routes through clear regulations and coordination at the government level on the part of civil aviation, tourism and economy officials". Speaking on the positive experience of his company in Africa, Mr. Muntané stressed its operations in Gambia, where the facilitation of all these aspects led to a rapid and effective implementation of the route. Mr. Muntané also expressed the airline's commitment to the liberalization of the airline market "in order to benefit the consumer with a wide range of prices, flight schedules and economic growth."

In the case of Turkish Airlines, Miquel Alimbau said his company looks to Africa as a land of opportunity. "We are operating in six destinations and we want to expand to 11 in 2014, linking continents and cities." Mr. Alimbau also noted that "government regulations are very important in order to increase air traffic and thus investment; it is necessary to start by expanding routes and later, gradually, the demand will come". As for African airlines, Alimbau said it is important to maintain cooperation agreements with them, which is key for continuing to increase flights on the continent.

Speaking for KAZA-TFCA, Mr. Frederick Dipotso highlighted the efforts of this initiative promoted by five countries: Angola, Botswana, Namibia, Zambia and Zimbabwe. Mr. Dipotso explained that in 2011 a treaty was signed formalizing the strategic lines aimed at the sustainable development of the area, and among its objectives is the creation of a single visa

making it possible to enter this area with the aim of increasing tourism while at the same time promoting conservation and the development of its infrastructure. "It is important to facilitate the entry of visitors through a rapid visa issuance process via the Internet," noted Mr. Dipotso in his intervention.

Investment in African hotel infrastructure

The second roundtable session focused on the importance and challenges of the implementation of hotel infrastructure in Africa. The panel was moderated by Mr. Matthew Weihs, CEO of Bench Events, and its participants were the Minister of Tourism and Arts of Zambia, H.E. Mrs. Sylvia Masebo; the Director for Africa of Banco Santander, Mr. Rafael Gómez-Jordana; the Director for Expansion of Meliá International Hotels, Mr. John Alarcon; the President of the Mangalis Management Group, Mr. Denis Sorin; the Chairman of the Agency for Promotion of Tourism in Morocco (SMIT), Mr. Imad Barrakad; and the Marketing Manager of Azalai Hotels, Mr. Seydou Sidibe.

The Zambian Minister said in her speech that this is the time when investors should look to Africa, which, she said, offers a wealth of tourism opportunities thanks to its numerous natural resources: wildlife, waterfalls, agriculture and a young workforce. "There is great potential in terms of investment in infrastructure; Africa is ready for investment in roads, airports, hotels...", she said. To do this, and from the government perspective, institutions must promote business-friendly incentives such as those that have been launched in Zambia, on taxation and fiscal legislation and ensure political stability.

Speaking for Mangalis Management Group, a company responsible for the development of hotel brands in various parts of Africa, Mr. Sorin stressed that the key investment in the continent should be improving the quality of buildings and services offered and reducing the prices of hotel services. He also pointed out in his intervention that there is a need to improve internal and external communication of the different countries for infrastructure projects to be carried out within the budget allocation and timely.

For his part, Mr. Alarcón, on behalf of the Spanish group Meliá International Hotels, said his company has three hotels in Africa and is interested in continuing the search for opportunities for hotel management rather than investment in the sector. For Mr. Alarcón, the most important hurdle to overcome in order to increase tourism in the continent is air connectivity both between continents and between regions.

Also agreeing on this point was the representative of the Mali-based hotel chain Azalai Hotels, Mr. Sidibe who said that it was essential to improve communication between areas of the continent to promote tourism and business. The representative of this African chain also highlighted other aspects that favour the growth of hotel infrastructure, such as faster and more widespread Internet access.

Mr. Gómez-Jordana, representative of Banco Santander, said the presence of this entity in Africa is possible thanks to the shareholdings the bank has in the Attijariwafa bank, which is number one in Morocco and number six on the continent, with trade finance and corporate banking being the bank's top activities in Africa. "Convincing our clients to invest in Africa is not easy because there is a lack of confidence and fear related to security and political stability however, we believe it is a continent where there is a great demand for knowledge and the development of major infrastructure, so it is a great investment opportunity that governments cannot take on alone but rather with the collaboration of the private sector, he said. In addition, Mr. Gómez-Jordana stressed that the economic crisis in Spain and the rest of Europe,

with high unemployment is another of the factors why investors are increasingly looking to Africa.

Finally, Mr. Barrakad as spokesman for the SMIT organization highlighted the wide range of opportunities on the continent. In the case of Morocco, Mr. Barrakad highlighted the large hotel capacity in the country as well as the effort that is being made in terms of promotion and marketing strategies while taking into account sustainable development. He also noted that in the case of Morocco air connectivity is good, although he highlighted the continuing need to increase infrastructure to attract more tourists.

The two roundtable sessions were concluded with remarks from Mrs. Grandcourt who assured the participants that the reflections made during the discussions would be taken into account by the UNWTO programmes as well as in future activities to be held in the Africa region, such as the Commission meeting to be held in Angola next April and the Ministerial Conference on Tourism and Air Transport in Africa to be held later this year in Seychelles. This conference will be the first of its kind which will bring two key ministries of the travel industry together and is being jointly organised by UNWTO and ICAO.

Attendance figures

This first session was attended by 269 persons from 43 countries. The number of African representatives was 180, which represented 67% of all participants, and the number of Spanish participants amounted to 72, with 27% representation. On the other hand, the representation of Portugal was 1.5% and that of other countries was 5% from a wide spectrum of places: Cambodia, China, United Arab Emirates, United States, France, Hungary, England, Iran, Peru and Turkey.

As for the African participation, there were representatives from 32 African countries, with the largest delegations being those from Niger, Senegal and Zambia. In terms of ministerial representation, a total of 13 ministers attended the forum: Algeria, Benin, Cape Verde, Côte d'Ivoire, Democratic Republic of Congo, Ghana, Morocco, Mozambique, Senegal, Seychelles, Tunisia, Zambia and Zimbabwe.

II.II Afternoon Session: Business To Business Meetings

After a cocktail for participants and a working lunch for Ministers of Africa and the Middle East, the second session of INVESTOUR, was held in rooms 105-106 between 16h00 and 19h30 with registration for participants being carried out from 09h00 to 10h00 and from 15h00 to 16h00. The late registration session, newly introduced, was carried out in order to ensure a more reliable accounting of those attending the meeting, and it also served as an opportunity to distribute the most up-to-date appointment schedules as well as pen drives with the catalogue information.

Registration of participants in this session was conducted through an online platform managed by PROEXCA, a public agency of the Ministry of Economy and Finance of the Government of the Canary Islands. This page provided once again on the one hand, the opportunity to register online to participate in this event and secondly to access information on registered companies and make a shortlist of each participant's preferences when setting up its meeting's agenda.

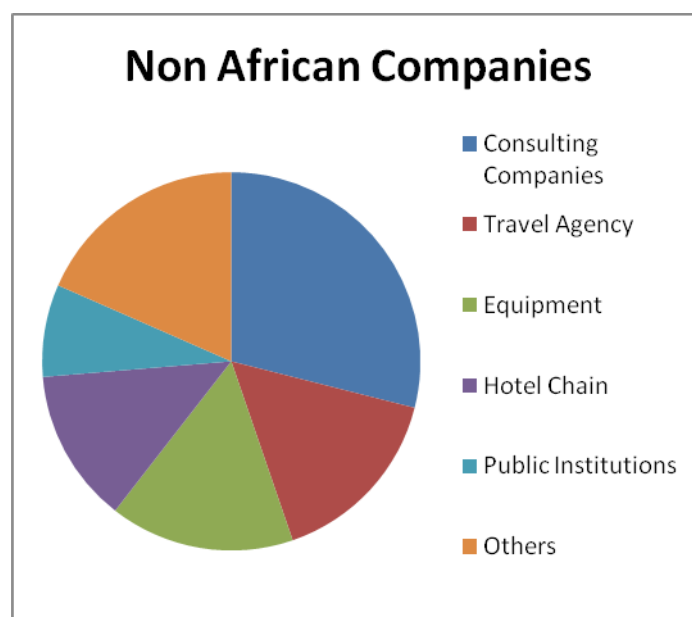
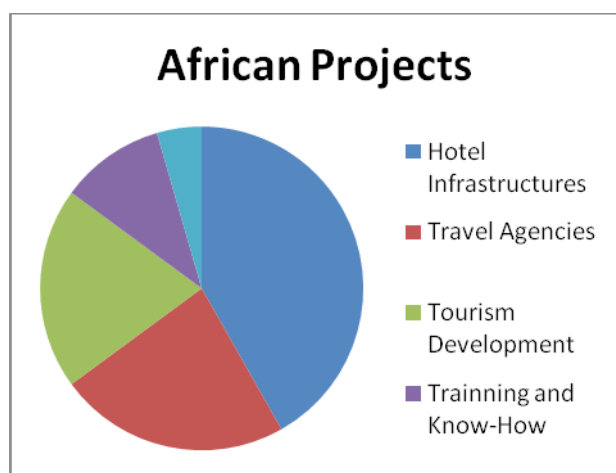
Registration began on October 17 and ended on December 20, but many registrations were done after that date and were also included in the B2B platform. On this occasion like last year, it was decided to maintain the registration fee for the Spanish and Portuguese

companies. In total 21 companies proceeded to pay the 100-euro registration fee, with one of the payments being returned due to cancellation prior to the closing of the meeting agendas.

On 23 January the B2B session was attended by a total of 114 participants: 74 from Africa, 33 representatives of Spanish companies and institutions and 7 from other countries (Cambodia, England, Hungary, Iran, Turkey, and United States). Unfortunately, the Portuguese companies registered for the B2B meetings either failed to travel or cancel their participation at the last minute.

The number of scheduled business meetings was 287 and the African projects presented were 134 from 32 different countries. As for the type of projects it is notable that 56 of them were associated with proposals for the construction, renovation or expansion of resorts and other similar facilities such as tourist parks or restaurants. The next most common project profile consisted of proposals for the creation or promotion of travel agencies and tour operators with a total of 31 proposals followed by more general tourism promotion projects totalling 27 and 14 seeking training or exchange of know-how. Other specific projects included the launch of a magazine or tourism guide creating a service for cruises and water sports or opening a boutique selling local products among others.

As for the type of companies from Spain and other countries the largest group consisted of consulting firms (11), followed by tour operators and travel agents (6) and equipment providers (6). The number of hotel companies was 5 and there were 2 transport enterprises, 3 public institutions and 7 corresponding to various other types of projects.



III ANNEX

III.I 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 23, 2014, from 9h00 to 19h30

Location: North Convention Centre, Madrid's International Fair (IFEMA)

Participants:

Pre-Registration in the morning session: 359 people

Participants in the morning session: 269 people

Pre-Registration in the B2B session: 238 organizations

Participants in the B2B session: 114 organizations

Number of African countries in the Forum: 32

African Ministers: 13

III.II Steering Committee

	Santiago Martínez-Caro Director-General
	Ico Sánchez-Pinto Head of Economy and Enterprise
	Joan Tussell Prats Head of the Communications Department
	Ana Larrañaga Director
	Lourdes Sierra Commercial Manager International Area
	Zoltán Somogyi Executive Director, Programme and Coordination
	Elcia Grandcourt Programme Director, Regional Programme for Africa
	Hélder Tomás Deputy Regional Director for Africa
	Lydia Bebe Sackey Assistant, Regional Programme for Africa
	Rita Bele-Zongodono Collaborator, Regional Programme for Africa
	Pablo De La Joya Escobar Technician
	Yolanda Sansegundo Montero Consultant

III.III List of Participants to the morning session

Algeria

Mohamed Amine Hadj Said Ministre Ministère du Tourisme	Bachir Djeribi Président SNAV Algérie	Nedri Noureddine Directeur General Agence Nationale de Développement Du Tourisme	Talbi Mohand-Ameziane Directeur Technique et Commercial Agence Nationale De Développement Du Tourisme
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Angola

Alfredo Dombe Ministro Consejero Embajada De Angola	Victor Manuel Rita da Fonseca Lima Embajador Extraordinario y Plenipotenciario Embajada De Angola	Paulino Baptista Domingos Secretario de Estado da Hotelaria Ministeria da Hotelaria e Turismo	Cláudio Leonel Salomão Consultor do Secretario de Estado da Hotelaria Ministeria da Hotelaria e Turismo
Rosa António Gomes Cruz Directora Nacional Ministério Da Hotelaria E Turismo	António Joaquim Da Cruz Lima Representante Comercial Representación Comercial En La República De Angola En El Reino De España	Eugenio Clemente Director INFOTUR	Óscar Rabeiro Bonowe Chairman POS TRAVEL
Adriano Mixinge Agregado Cultural Embajada De Angola	Macario Lembe Vice Governador Ministerio da Hotelaria e Turismo	Aleides Cabral Vice Governador Ministerio da Hotelaria e Turismo	

Benin

Jean Michel Abimbola Ministre Ministère Du Tourisme	Jules-Armand Aniambossou Ambassador Ambassade De Benin	Kougblenou General Director Ministry Of Tourism	Monique Attolou Arouna Ambassade De Benin
Roméo Hounkponou Ambassade De Benin	Louis Larou Ambassade De Benin	Pagnol Yovo Ambassade De Benin	Dorys Mayer Ambassade De Benin
Ana Fuentes Ambassade De Benin	Sara De Andrés García Ambassade De Benin	Dolores Asende Asistente Ambassade De Benin	

Botswana

Mbiganyia Frederick Dipotso
Executive Director
KAZA TFCA

Burkina Faso

Guy Amédée
Ajanohoun
Commissaire
Département Du
Tourisme
UEMOA

Gustave Diasso
Directeur de l'Artisanat
et du Tourisme
UEMOA

Ibarro Ouedraogo
Responsable
Commerciale
Azalai Hotel
Indépendance

Cambodia

Chhun Nak
Deputy Director
Ministry Of Tourism

Thok Sokhom
Director, Dept. of
International
Cooperation
Ministry Of Tourism

Cameroon

Luc Honore Ngansop
Nankam
Directeur General
Societe Nankam
Distributions Services

Francoise Kameni Lele
President
China To Africa

Christelle Audreuy Djike
Ngansop
Directrice Marketing
Karhol And Lesly

Cape Verde

Marina Valenzi
Boavista Business
Travel Lda
Boavista

Humberto Santos Brito
Minister
Ministry Of Tourism,
Industry And Energy

Dalia Gomes
Assessora do Ministro
Ministry Of Tourism

Luis Cardoso
Advisor
Ministerio De Turismo

Central Africa Republic

Sylvie Maz
Transformative Tourism

Sana Butler
Transformative Tourism

China

Adam Wu
CEO
China Business Network

Côte d'Ivoire

Roger Kacou
Ministre du Tourisme
Ministère Du Tourisme

Roger-Marcel N'Cho-
Mottoh
Chef De Cabinet
Ministère Du Tourisme

Guy Roger Assie
Chargé De Mission
Ministère Du Tourisme

Jean Marie Somet
Directeur
Côte D'Ivoire Tourisme

Victor Yapobi
Conseiller Technique
Chargé De

Sossonan Kouacou
Directeur General
Société De Prestation

L'Evènementiel
Ministère Du Tourisme

Hôtelière And
Touristique (SDPHT)

Democratic Republic of Congo

Bavon N'Sa Mputu Elima Ministre du Tourisme Ministère De L 'Environnement, De La Conservation De La Nature Et Du Tourisme	Oscar Natondo Ministère De L 'Environnement, De La Conservation De La Nature Et Du Tourisme	Rosette Saiba Ministère De L 'Environnement, De La Conservation De La Nature Et Du Tourisme	Michel Okanda Ministère De L 'Environnement, De La Conservation De La Nature Et Du Tourisme
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Elysé Butalale Ministère De L 'Environnement, De La Conservation De La Nature Et Du Tourisme	Jean Kingombe Ministère De L 'Environnement, De La Conservation De La Nature Et Du Tourisme
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Djibouti

Omar Mohamed Adaweh
Researcher TOURISME

England

Jon Howell Tourism Development Manager ROUTES	Matthew Weihs Managing Director Bench Events
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Ethiopia

Yoseph Getnet Teshale General Manager Ghion Travel And Tours Plc	Abate G/ Tsadik Manager
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France

Marianne Michelet Senior Account Director Africa Euronews	David Nana Díaz Benavides Ceders
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The Gambia

Lang Yabou Ambassador Embassy Of The Republic Of Gambia	Abdoulie Jeng Finance Attache Embassy Of The Republic Of Gambia	Verónica Arganda Personal Assistance Embassy Of The Republic Of Gambia	Fernando Dos Santos Alexandre Protocol Officer
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Ghana

Francis Abakah Director Ghana Embassy	Humphrey Anang Kuma Director, Policy Planning Monitoring & Evaluation Ministry Of Tourism, Culture and Creative Arts	Elizabeth Ofosu-Adjare Minister Ministry Of Tourism, Culture And Creative Arts	Alfred Asumadu Principal Marketing Officer Ghana Tourist Board
Dorothy Boakye Principal Marketing Officer Ghana Tourist Board	Michael Banahene Head of Mission Embassy Of Ghana		

Hungary

Peter Kondricz
Project Director
AEC LTD. Africa-Europe Challenge Project

Iran

Saeid Sekri Manager Iran Gs Travel	Majid Erfanian International Relations Consultant Iran Cultural Heritage and Tourism Investment Co. (SEMEGA)
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Kenya

Feisal Lasker Key Accounts Manager Kenyatta International Conference Centre	Francis Eiton Owner Akicha Travel and Tours	Victoria Rotich Second Secretary Embassy of the Republic Of Kenya	Bramwel W. Kisuya Ambassador Embassy of the Republic Of Kenya
Fred, Simiyu CEO Kenyatta International Conference Centre			

Mali

Boubacar Nafogou Conseiller Technique Ministère de l'Artisanat et du tourisme	Sirimaha Habibatou Diawara Sissoko Directrice Office Malien Du Tourisme Et De L Hôtellerie	Motié Dara Président Association Pour La Promotion Du Tourisme Au Mali	Diaminatou Traoré Segunda Consejera Embassy Of Mali
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Sidibe Seydou
Assistant Directeur
Marketing et
Commercial
Groupe Azalai Hotels

Mauritania

Mohamed Mahmoud Ould Abdellahi Ould Boye Directeur du Tourisme Ministère Du Commerce, De L 'Artisanat Et Du Tourisme	Dialel Guisset Directeur des études et coopération Ministère Du Commerce, De L 'Artisanat Et Du Tourisme
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Morocco

Lahcen Haddad Minister Ministère Du Tourisme	Imad Barrakad Président Société Marocaine D 'Ingénierie Touristique (SMIT)	Maria Rharnit Ingénieur Société Marocaine D 'Ingénierie Touristique (SMIT)
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Mozambique

Carvalho Muaria Minister Of Tourism Ministry Of Tourism	Mohamed Harun Advisor To The Minister Of Tourism Ministry of Tourism	Hiuane Abacar Director General INATUR	Abdula Momade Director of Investment INATUR
Alice Cambula Directora Executiva Academia De Talentos	Filomena Januairo Malalane Commercial Conseulea Embajada De Mozambique	Eleuterio Jose Ribeiro Vice President AVITUM	Fernando Juliao Encarregado de Negtocios Embajada De Mozambique

Namibia

Mohamed Saleh Investment, Trade and Tourism Promotion Embassy Of The Republic Of Namibia Sem Shikongo Director of Tourism Embassy Of The Republic Of Namibia	Frieda Nangula Ithete Ambassador Embassy Of The Republic Of Namibia	Elise Hashikutuva Deputy Director Embassy Of The Republic Of Namibia	Felix Amporo First Secretary, Multilateral Affairs Embassy Of The Republic Of Namibia
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Niger

V Tourism Investment and Business Forum for Africa – Final Report

Akano Boulou Directeur Général CNPT	Kato Karidio Zataou Directeur Général Du Tourisme Ministère Du Tourisme Et De L'artisanat	Issiaka Oumarou Promoteur De Projet D'Investissement Touristique Ministère Du Tourisme Et De L'artisanat	Mohamed Amoumoune Directeur Général Tamgak Voyages Niger
Idé Saley Ali Président de l' Association Nigérienne des Professionnels du Tourisme et de l' Hôtellerie	Saley Tahirou Mamoudou Promoteur de Projets Complexe Touristique De Namaro	Marwana Moustapha Kadri Société Sarkin Abzin Et Fils Import-Export	Alzouma Maiga Administrateur Delege SPEHG
Daniel Malam Malick Promoteur de projet ANPTH	Hamidan Louma Artisan Commerce General Commerçant á Agadez	Moussa Karim Coubassa Artisan Commerce General Revendeur Bijoux Artisanaux au Château	Hamidou Issoufou Unité Artisanale De Bijouterie
Mamoudou Alassane Dia Président ANPTH Salifouizé S.Kadi Promotrice de Projet Touristique ANPTH	Madougou Ibrahim SG Bureau National ANPTH Yaroh Maïmouna Directrice Commerciale Et Marketing Hotel Gaweye	Maiga Youssouf Administrateur Délégué SPEHG Milagrosa Salvatierra Intérprete Ministère Du Tourisme Et De L'Artisanat	Ahmed Koumana Artisan Bijoutier Exposant Baba Ahmed Sanady Directeur General Hotel Gaweye

Peru

Javier Orccosupa
Investigador
UNIA

Portugal

Rodrigo Pessoa
Chairman & Founder
Architect
ID Consultings
Architecture And Urban
Design

Catarina Sousa Pinto
Assuntos Internacionais
Turismo De Portugal

Nuno Alves
Assuntos Internacionais
Turismo De Portugal

Miriam Argüelles
Chefe Vendas,
Marketing
TAAG

Republic of Congo

Borgia Mbon Achille
Manager Général
Hongora Voyages

Rwanda

Gregory Bakunzi

V Tourism Investment and Business Forum for Africa – Final Report

Managing Director
Amahoro Tours

Senegal

Aliou Gning Directeur De L'Exploitation SAPCO-SÉNÉGAL	Astou Sabaly Agent of Tourisme Fatib Voyages	Deme Mamadou Ambassadeur Ambassade Du Sénégal	Fatou Mbay Conseillère Technique Ministère Du Tourisme Et Des Transports Aériens
Aissatou Diongue Chef Produit Ecoturisme Ministère Du Tourisme Et Des Transports Aériens	Abdoulaye Ndiaye Conseillère Technique Ministère Du Tourisme Et Des Transports Aériens	Oumar Gueye Ministre du Tourisme Ministère Du Tourisme Et Du Transport Aérien	Maimaouna Diallo SCE Communication Mermoz
Mansoura Fall Journaliste Ministère Du Tourisme Et Du Transport Aérien Aissatou Fall General Manager Ideas Evetns And Com	Amadou Gueye Diallo Journaliste Ministère Du Tourisme Et Du Transport Aérien Sokhma Khouma Mbaye Traducteur Ambassade Du Sénégal	Moustapha Kame Secrétaire Permanent Syndicat Patronal De L 'Industrie Touristique Niang Thiemdoy Chef Bureau Tourisme Ambassade Du Senegal	Gaye Cheikh Sec. Permanent Syndicat Patronal De L 'Industrie Touristique Jean Baptiste Diop Commercial ADS/SENEGAL
Amar Dieynaba Ndiaye Ministère Du Tourisme Et Du Transport Aérien	Pape Mael Diop Director General Ministère Du Tourisme Et Du Transport Aérien	Marie Paulette Sylva Traducteur Ambassade Sénégal	Brahim Sakho Coordinateur Stratégie De Croissance Accélérée

Seychelles

Alain St. Ange Minister for Tourism and Culture Ministry for Tourism and Culture	Willemin Bernardette Europe Manager Seychelles Tourism Office
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South Africa

Cuthbert Ncube Chief Executive Director Kwela Fleet Management	Dianna Martins General Manager Northern Cape Tourism	Kuberin Packirisamy Department of Economic Development and Tourism Kimberley Northern	Darryl Christians Department of Economic Development and Tourism Kimberley Northern
Bobby Bobeje Department of Economic Development and Tourism Kimberley Northern	Sipho Mampe Department of Economic Development and Tourism Kimberley Northern	Hendrina Samson Department of Economic Development and Tourism Kimberley Northern	Fikiswa Pupuma Tourism Kwazulu-Natal
Phindile Ngcobo Region Manager	Siddiq Adam Tourism Kwazulu-Natal		

Tourism Kwazulu-Natal

Spain

Delia Herrera Priano Consejera con Delegación Especial en Acción Exterior, Cabildo De Tenerife	Jesús De Vicente Sánchez CEO, Tecnopaisajes Consultores	Denis Sorin Chief Executive Officer Mangalis Management Group	Claudia Romero Commercial Department Africa Supply
Fernando Cañavate Africa Supply	Elsa Alís Domínguez Africa Supply	Francisco Javier Martín Africa Supply	Sergio De la Osa Africa Supply
Graciela Pedrosa Unwto Volunteer & Clínica Pedrosa Administrative Head Clinica Pedrosa	Hilario Teruel Montaner Marketing Director Diseño Empresarial Y Fiscal S.L.	Toni Bonet General Manager Humiclíma	Lorena López Hermida Hidria Ciencia, Ambiente Y Desarrollo S.L.
Elena Forni Student Universidad Rey Juan Carlos	Juan Carlos Torres CEO Planta Consultores Turísticos Internacionales	Carlos Villota Hernández Director General The Total Hotel Experience	Rafael Gómez- Jordana Moya Executive Director For Africa Banco Santander
Ángel Vañó Director Manager Ruta47	Jaume Servera Nicolau Ruta47	Elisa Pons Vich Ruta47	Daniel Mayo CEO Vivood
Jonay Lobo Torres Network Planning & Revenue Manager Bintercanarias	Pablo Landrau International Commercial Technician Bintercanarias	Rosa Rubio García CEO Cop Air	Pau Virgili Ceo Of Tracklander DUSTY WORLD S.L.
Antonio Santos Inmark Estudios Y Estrategias, SA	Miguel Peñate Coordinador Energía Y Tics Universidad De Las Palmas De Gran Canaria	Pablo Rodríguez Director Axum Tour (Horizonte Paralelo)	Bouchra Mechbal Agente de viaje Axum Tour (Horizonte Paralelo)
Ana Jar Rodríguez- Medel Consejera Técnica de África Subsahariana AECID	Ana Muñoz Llabrés Consejera Técnica de Cooperación con África Occidental AECID	Sergio Colina Martín Consejero Técnico de Cooperación Regional AECID	Francisco Rodríguez Director Nosolocamas
Juan Pablo González Nosolocamas	Enrique Padrón Nosolocamas	Divaika Kiamba Dina Presidente Centre Euro Africa	Virginia Arandes Executive Assistant CEO Marina D'Or
Pascal Belda President World Investment News	José Alba Director-Advisory Services Infrapp	Marie Villacèque Journalist Jeune Afrique	Irmina García Irmitours Viajes

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Rafael Fernández General Manager Zardoya Otis, S.A.	Andrés Navarro International Director COTESA	Lourdes María De Pedro Redondo Técnico SEGITTUR	José García-Morales Adjunto al Presidente CEOE Internacional
David Quinzán Director de Relaciones Corporativas CEOE Internacional	Ignacio Quintana Técnico CEOE Internacional	Mercedes Bouzas Técnico CEOE Internacional	Marcos Pelegrín Técnico CEOE Internacional
Jaime Ortiz Técnico CEOE Internacional	Luis Cruz Director de Expansión y Desarrollo Hotusa	Eduardo Sanzol Presidente Naxan	Javier Oroz Naxan
Ana María Mora Responsable de Calidad Turística Patronato Municipal De Turismo	Carmen Rivero del Pozo Informadora Turística Patronato Municipal De Turismo	Pilar Suárez Carreño Presidenta SC Comunicación	Javier Valero Presidente Global Trade Investments
Juan Miguel Jacomé Chairman Global Corporation	Mar Barandiaran Directora General Tennidel S.L.	Cristina Valero Marín Asesora de Inversiones	Andrea Alonso-Allende Coordinadora Proyectos Internacionales Universidad Juan Carlos I
Benjamin Jones Correspondent Hotel News Now	Fernando Navarro Patronato Municipal De Turismo De Toledo	Concepción Mora Patronato Municipal De Turismo De Toledo	Abel Peña Regional Market and Client Director Ebiz Guides
Armando Suárez Free Lancer American Press	Pedro Sánchez Director El Camino Del Mar	Julio Jordán Agente de Viaje	José Ignacio Morales Director Elite
Pedro Dubié General Secretary AEDIP	John Alarcón Director de Expansión y Desarrollo Melia Hotels International	Albert Muntané Jefe de Planificación Air Europa	Miquel Alimbau Director Regional Marketing Turkish Airline

Sudan

Nadir Bokra
General Manager & Founder
Intishar For Tourist Patches

Tanzania

Judica E. Nagunwa Minister Counselor Embassy Of Tanzania	Begum k. Taj Ambassador Embassy Of Tanzania
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Togo

Calixte Batossie Madjoulba
Ambassadeur
Ambassade Du Togo

Tunisia

Jamel M Gamra	Wissem Hmaidi
Minister	Chef Service
Ministry Of Tourism	Office National Du Tourisme Tunisien

Turkey

Ismael Tasdemir
Turkish Hotels, Touristic Hotels And Investors

United Arab Emirates

Imran Ahmad
Director
Adspace Sales & Representative
CNN Television

United States

Ana María Salazar
Senior Adviser Strategic Partnership Division
UN Women

Zambia

Sylvia Masebo Minister Ministry Of Tourism and Arts	Green Ngwira Director Tiyende Pamodzi Tourism and Hospitality Consultancy T/A Tmbrothers	Racheal Mwape Nkole Travel Consultant Tmbrothers	Chibwe Chisala First Secretary - Economic and Trade Ministry Of Commerce and Industry
Philomena Kachesa Counsellor Embassy Of Zambia	Nthemba Kamanga Tourism Development Research Officer Ministry Of Tourism and Arts	Chibala Senior Systems Analyst Ministry Of Tourism and Arts	Peter Banda Acting Senior Tourism Development and Research Officer Ministry Of Tourism and Arts
Nyalumanda Chiwaya Tourism Development & Research Officer Ministry Of Tourism and Arts	Albert Muchanga Director Department of Tourism Ministry Of Tourism and Arts	Mabvuto Percy Ngwira First Secretary – Tourism Ministry of Tourism & Arts Zambia	Wisdom Nhekairo Managing Director Samaz Global Enterprises Limited
Bwalya Chilolo Chief Executive Officer	Tobias Mulimbika Director-Department of	Billy K. Malijani Acting Principal	Stephen Mwansa Permanent Secretary

Mulungushi Village Complex Limited	Industry Ministry Of Commerce, Trade & Industry	Economist Ministry Of Commerce, Trade and Industry	Ministry of Tourism & Arts Zambia
Wilson Silungwe Executive Director Ministry Of Tourism and Arts	Twaambo Himoonde Muzyamba Regional Tourism Development Coordinator Ministry Of Tourism and Arts		

Zimbabwe

Walter Mzembi Minister Ministry Of Tourism	Walter Fungai Chirenje Projects Manager Progressive Projekts	Sherry Sibanda Minister Counsellor – Tourism Zimbabwe Embassy	Rudo Faranisi Director International Ministry Of Tourism
Darlington Muzeza Acting Deputy Director-Research Ministry Of Tourism	Catherine Masunda Director Youth 2 Youth in Zimbabwe	Wiston Nyekete Programmes Officer Youth2youth in Zimbabwe	Edson Kapondo Executive Director Vuka Uzenzele

III.IV List of Participants to the B2B

Algeria

Nedri Nouredine Directeur General Agence Nationale De Développement Du Tourisme	Talbi Mohand-Ameziane Directeur Technique et Commercial Agence Nationale De Développement Du Tourisme
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Angola

Alfredo Dombe Ministro Consejero Embajada De Angola	Paulino Baptista Domingos Secretario de Estado da Hotelaria Ministerio da Hotelaria e Turismo	Cláudio Leonel Salomão Consultor do Secretario de Estado da Hotelaria Ministerio da Hotelaria e Turismo	Rosa António Gomes Cruz Directora Nacional Ministério Da Hotelaria E Turismo
António Joaquim Da Cruz Lima Representante Comercial Representación Comercial De La República De Angola En El Reino De España	Óscar Rabeiro Bonowe Chairman Pos Travel		

Benin

Kougblenou
General Director
Ministry Of Tourism

Burkina Faso

Gustave Diasso
Directeur de l'Artisanat
et du Tourisme
UEMOA

Ibarro Ouedraogo
Responsable
Commerciale
Azalai Hotel
Independance

Cambodia

Chhun Nak
Deputy Director
Ministry Of Tourism

Cameroon

Luc Honore Ngansop
Nankam
Directeur General
Société Nankam
Distributions Services

Francoise Kameni Lele
President
China to Africa

Christelle Audreuy Djike
Ngansop
Directrice Marketing
Karhol And Lesly

Cape Verde

Marina Valenzi
Boavista Business Travel Lda
Boavista

Côte d'Ivoire

Roger-Marcel N'Cho-
Mottoh
Chef De Cabinet
Ministère Du Tourisme

Jean Marie Somet
Directeur
Côte D'Ivoire Tourisme

England

Jon Howell
Tourism Development
Manager
Routes

Matthew Weihs
Managing Director
Bench Events

Ethiopia

Abate G/ Tsadik
Manager
Me Ethiopia Tour &
Travel

Yoseph Getnet Teshale
General Manager
Me Ethiopia Tour &
Travel

France

Marianne Michelet
Senior Account Director Affrica
Euronews

Gambia

Lang Yabou
Ambassador
Embassy of the
Republic Of Gambia

Abdoulie Jeng
Finance Attaché
Embassy of the
Republic Of Gambia

Verónica Arganda
Personal Assistance
Embassy of the
Republic Of Gambia

Fernando Dos Santos
Alexandre
Protocol Officer
Embassy of the
Republic Of Gambia

Ghana

Francis Abakah
Director
Ghana Embassy

Humphrey Anang Kuma
Director, Policy
Planning Monitoring &
Evaluation
Ministry of Tourism

Hungary

Peter Kondricz
Project Director
AEC LTD. Africa-Europe Challenge Project

Iran

Majid Erfanian
International Relations Consultant
Iran Cultural Heritage and Tourism Investment Co.
(SEMEGA)

Kenya

Feisal Lasker
Key Accounts Manager
Kenyatta International
Conference Centre

Francis Eiton
Owner
Akicha Travel and Tours

Fred Simiyu
CEO
Kenyatta International
Conference Centre

Mali

Boubacar Nafogou
Conseiller Technique
Ministère De L
'Artisanat Et Du
Tourisme

Sirimaha Habibatou
Diawara Sissoko
Directrice
Office Malien Du
Tourisme Et De L
'Hôtellerie

Sidibe Seydou
Assistant Directeur
Marketing et
Commercial
Groupe Azalai Hotels

Morocco

Maria Rharnit
Ingenieur
Société Marocaine D'Ingénierie
Touristique (SMIT)

Mozambique

Mohamed Harun
Advisor To The Minister
Of Tourism
Ministry of Tourism

Hiuane Abacar
Director General
INATUR

Abdula Momade
Director of Investment
INATUR

Alice Cambula
Directora Executiva
Academia De
Talentos

Fernando Juliao
Encarregado de
Negocios
Embajada De
Mozambique

Namibia

Mohamed Saleh
Investment, Trade and
Tourism Promotion
Officer
Embassy of the
Republic Of Namibia

Sem Shikongo
Director of Tourism
Embassy of the
Republic Of Namibia

Elise Hashikutuva
Deputy Director
Embassy of the
Republic Of Namibia

Niger

Akano Boulou
Directeur Général
Centre Nigérien De
Promotion Touristique
CNPT

Kato Karidio Zataou
Directeur Général Du
Tourisme
Ministère Du Tourisme
Et De L'artisanat

Issiaka Oumarou
Promoteur De Projet
D'Investissement
Touristique
Ministère Du Tourisme
Et De L'artisanat

Mohamed Amoumoune

Directeur Général
Tamgak Voyages Niger

Baba Ahmed Sanady
Directeur General
Hotel Gaweye

Idé Saley Ali
Président
Association Nigérienne
des Professionnels du
Tourisme et de l'
Hôtellerie

Saley Tahirou
Mamoudou
Promoteur de Projets
Complexe Touristique
De Namaro

Alzouma Maiga
Administrateur Delege
SPEHG

Yaroh Maïmouna
Directrice Commerciale
Et Marketing
Hotel Gaweye

Maiga Youssouf
Administrateur Délégué
SPEHG

Republic of Congo

Borgia Mbon Achille
Manager Général
Hongora Voyages

Rwanda

Gregory Bakunzi
Managing Director
Amahoro Tours

Senegal

Aliou Gning
Directeur De
L'Exploitation
SAPCO-SÉNÉGAL

Astou Sabaly
Agent of Tourisme
Fatib Voyages

Fatou Mbay
Conseillère Technique
Ministère Du Tourisme
Et Des Transports
Aériens

Aissatou Diongue
Chef Produit
Ecotourisme
Ministère Du Tourisme
Et Des Transports
Aériens

Abdoulaye Ndiaye
Consillère Technique
Ministère Du Tourisme
Et Des Transports
Aériens

Moustapha Kame
Secetaire Permanent
Syndicat Patronal De L
'Industrie Touristique

Gaye Cheikh
Sec. Permanent
Syndicat Patronal De L
'Industrie Touristique

Aissatou Fall
General Manager
Ideas Evetns and Com

Jean Baptiste Diop
Commercial
ADS/SENEGAL

Brahim Sakho
Coordinateur
Stratégie De Croissance
Accélérée

Seychelles

Willemin Bernardette
Europe Manager
Seychelles Tourism Office

South Africa

Cuthbert Ncube
Chief Executive Director
Kwela Fleet
Management

Dianna Martins
General Manager
Northern Cape Tourism

Spain

Jesús De Vicente
Sánchez
CEO
Tecnopaisajes
Consultores

Denis Sorin
Chief Executive Officer
Mangalis Management
Group

Claudia Romero
Commercial
Department
Africa Supply

Fernando Cañavate

Africa Supply

Hilario Teruel Montaner
Marketing Director
Diseño Empresarial Y
Fiscal S.L. (DEYF)

Toni Bonet
General Manager
Humiclíma

Lorena López Hermida
Hidria Ciencia,
Ambiente Y Desarrollo
S.L.

Carlos Villota
Hernández
Director General
The Total Hotel
Experience

Ángel Vañó
Director Manager
RUTA47

Jaume Servera Nicolau

RUTA47

Elisa Pons Vich
RUTA47

Daniel Mayo
CEO
VIVOOD

Jonay Lobo Torres

Pablo Landrau

Rosa Rubio García

Pau Virgili

Network Planning & Revenue Manager Bintercanarias	International Commercial Technician Bintercanarias	CEO COP AIR	Ceo Of Tracklander Dusty World S.L.
Antonio Santos Inmark Estudios Y Estrategias, Sa	Pablo Rodríguez Director Axum Tour (Horizonte Paralelo)	Bouchra Mechbal Agente de viaje Axum Tour (Horizonte Paralelo)	Ana Jar Rodriguez- Medel Consejera Técnica de África Subsahariana AECID
Ana Muñoz Llabrés Consejera Técnica de Cooperación África Occidental AECID	Sergio Colina Martín Consejero Técnico de Cooperación Regional AECID	Francisco Rodríguez Director Nosolocamas	Juan Pablo González Nosolocamas
Enrique Padrón Nosolocamas	Virginia Arandes Executive Assistant CEO Marina D´Or	Pascal Belda President World Investment News - Ebizguides	José Alba Director-Advisory Services Infrapp
Irmina García Irmitours Viajes	Rafael Fernández General Manager Zardoya Otis, S.A.	Andrés Navarro International Director Cotesa	Luis Cruz Director de Expansión y Desarrollo Hotusa
Pedro Sánchez Director El Camino Del Mar			

Sudan

Nadir Bokra
General Manager & Founder
Intishar for Tourist Patches

Turkey

Ismael Tasdemir
Turkish Hotels, Touristic Hotels and Investors

United States

Ana María Salazar
Senior Adviser Strategic Partnership Division
UN WOMEN

Zambia

Green Ngwira Director Tiyende Pamodzi Tourism And Hospitality Consultancy T/A Tmbrothers	Racheal Mwape Nkole Travel Consultant Tiyende Pamodzi Tourism And Hospitality Ltd T/A Tmbrothers	Chibwe Chisala First Secretary - Economic and Trade Ministry Of Commerce and Industry	Stephen Mwansa Permanent Secretary Ministry of Tourism & Arts
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Nthemba Kamanga
Tourism Development
and Research Officer
Ministry Of Tourism
and Arts

Chibala Makala
Senior Systems Analyst
Ministry Of Tourism
and Arts

Nyalumanda Chiwaya
Tourism Development
and Research Officer
Ministry Of Tourism
and Arts

Zimbabwe

Rudo Faranisi
Director International
Ministry Of Tourism
and Hospitality Industry

Darlington Muzeza
Acting Deputy Director-
Research, Policy and
Development
Ministry Of Tourism
and Hospitality Industry

III.V Programme



TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA

FITUR (IFEMA), Madrid, Spain, 23 January 2014

PROGRAMME

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

09.00 – 10.00

Registration

10.00 – 10.15

Official Opening

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

10.15 – 10.30

Investour's Recognition Award

10.30 – 13.00

Roundtable 1: Air connectivity and visa facilitation as key factors for Africa's tourism development

Moderator: Mr. Jon Howell, Regional Sales Manager- Europe and Africa, UBM Aviation Routes Ltd

Panellists:

- H.E. Mr. Walter Mzembi, Minister of Tourism and Hospitality Industry,
Chairman of the UNWTO Commission for Africa, Zimbabwe
- Mr. Frederick Dipotso, Programme Manager of Kavango-Zambezi Transfrontier Conservation Area (KAZA TFCA)
- Mr. Albert Muntané, Head of Network Planning & Distribution, Air Europa
- Mr. Miquel Alimbau, Regional Marketing Manager, Turkish Airlines

Debate

Roundtable 2: Investing in Africa's Hotel Infrastructure

Moderator: Mr Matthew Weihs, Managing Director, Bench Events

Panellists:

- Hon. Mrs. Sylvia Masebo, Minister of Tourism and Arts, Zambia
- Mr. Rafael Gómez-Jordana, Executive Director for Africa, Santander Bank
- Mr. John Alarcón, Development Manager, Meliá International Hotels
- Mr. Denis Sorin, CEO, Mangalis Management Group
- Mr. Imad Barrakad, CEO, Moroccan Agency for Tourism Development (SMIT)
- Mr. Sidibé Seydou, Sales and Marketing Manager, Azalai Hotels

Closing remarks: UNWTO

13.00 – 13.30	Presentation of the 56th Meeting of the UNWTO Commission for Africa in 2014, in Angola
13.30 – 15.00	Cocktail offered by INVESTOUR to the participants (North Convention and Congress Center, Room Neptuno, Second Floor)
14.00 – 15.00	Luncheon for the African and the Middle East Tourism Ministers offered by IFEMA and UNWTO (North Convention and Congress Center, Room Colon, Second Floor)

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

15.00 – 16.00 Registration

16.00 – 19.30 Meetings B2B (Business to Business)

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

III.VI Profile of the Panelists



Round table Session 1: Air Connectivity & Visa Facilitation as key factors for Africa's tourism development

Moderator: *Mr. Jon Howell, UBM Aviation Routes LTD*

Jon Howell is the tourism development manager for Africa and Europe at UBM Live-Routes. In this role, he is responsible for increasing the participation of tourism organisations, governments and other stakeholders in the air service development process. Via a series of events, Routes provides these stakeholders with unprecedented access to senior airline decision makers, offering a platform to promote their destinations and actively influence future route decisions. Over the past 20 years, the events have expanded to become truly global with one event in each continent and our annual global gathering, World Routes, bringing together over 300 airlines and 3000 delegates. Africa is a real focus for Routes, with our 9th African conference taking place at Victoria Falls in June 2014 to be hosted by the Civil Aviation Authority of Zimbabwe in close partnership with the Zimbabwe Tourism Authority.

Panelists:

H.E. Mr. Walter Mzembi, Minister of Tourism, Zimbabwe

Minister of Tourism since 2009, Mr. Mzembi played a very significant role in the organizing of the UNWTO co-hosted by Zimbabwe and Zambia in August 2013. He thinks that Africa is a land of opportunities and encourages investors to explore its economic potential. One of its goals at the Ministry is to increase the tourist arrivals to the continent in the next coming years. Mr. Mzembi finds very important to improve two key issues in the continent regarding tourism: air connectivity and visa facilitation outside and inside Africa.

Mr. Frederick Diphoto, KAZA

Acting Executive Director of Kavango Zambezi Transfrontier Conservation Area (KAZA TFCA) Secretariat. Kavango Zambezi Transfrontier Conservation Area, measuring in excess of 444, 000 km², was formerly established on 18th of August 2011. It is the world's largest international conservation area spanning the borders of Angola, Botswana, Namibia, Zambia and Zimbabwe. The vision of the KAZA TFCA is "To establish a World-class Transfrontier Conservation and Tourism Destination Area in the Okavango and Zambezi River Basins, supporting sustainable development in this region by 2030." The KAZA TFCA partner countries consider tourism as the driver for sustainable development in the KAZA landscape.

Mr. Albert Muntané, Air Europa

Albert has over 15 years of experience in international and multinational environments. After gathering some years of experience in marketing, consulting and project management, he joined the airline industry in 2005, where he held a number of roles in route management and revenue management and has been a member of cross-functional teams. In 2011 he joined Air Europa as Head of Network with special focus in Network Development. Since 2012 he is also responsible for Schedules and Codeshares distribution.

Miquel Alimbau, Turkish Airlines

Turkish Airlines, voted Europe's Best Airline Company in 2011, 2012 and 2013, was established in 1933 with a fleet of only five aircraft. Today, it is a four-star airline with a fleet of more than 233 aircraft (passenger and cargo) flying to 243 cities around the world, comprised of (42 domestic and 201 international destinations. This expansion has led Turkish Airlines to turn Istanbul into a global hub from which it connects to the 5 continents. Turkish Airlines holds a coveted 4-star designation, which puts the airline in a small group of top quality carriers, and it is currently taking steps to become soon a 5-Star Airline.

In Spain, Turkish Airlines flies from and to seven destinations: Madrid, Barcelona, Valencia, Málaga, Bilbao, and Santiago de Compostela, cities where the airline has an office. It also works with local and regional institutions to strengthen Spain cities where it operates as a tourist destination of interest through promotional activities across the globe.

Round Table Session 2: Investing in Africa's Hotel Infrastructure

Moderator: Mr. Matthew Weihs, Bench Events

Matthew Weihs (Pronounced VICE) is Managing Director of Bench Events. Bench Events are the premier organizer and hosts of a series of hotel investment conferences in EMEA. They organize 7 investment events annually that aim to provide the platform for doing business and generating more awareness for the industry. They are specialists in emerging markets having launched events in Dubai, Turkey, Russia and now Africa. Matthew founded and launched the Africa Hotel Investment Forum or AHIF in 2011 and this event has quickly established itself as the main conference for the African industry. Working alongside the UNWTO and the WTTC the Africa Hotel Investment Forum is aiming to promote better public private partnerships across Africa to help support further development and investment into the Tourism industry.

Panelists:

Hon. Mrs. Sylvia Masebo, Minister of Tourism and Arts, Zambia (cv attached)

Graduated from the University of Zambia with a Bachelor Degree in Education and Economics she started her political career in 1991 as a counselor and deputy Mayor for the city of Lusaka.

Between 2001 and 2006, she was elected Member of Parliament for Chongwe Constituency and appointed Minister of Local Government and Minister of Health. In 2008 she was again appointed as Minister for Local Government and Housing and currently, she is the Minister of Tourism and Arts.

Mr. Rafael Gómez-Jordana, Santander Bank

Banco Santander is represented in 12 African countries through our partner Attijariwafa Bank. This bank is the first one in Morocco, the sixth in the African continent if we take into account its assets and the seventh if we take into account its benefits. Our main activity is essentially trade finance and corporate banking. We also cover and provide services to our clients regarding investment and sales operations in the continent.

Mr. John Alarcón, Meliá International Hotels

John Alarcon holds a degree in business and administration for the Antonio de Nebrija's University, Madrid. After completing his studies, in 2003 he attended a postgraduate degree in "International Business" at the European Business School in London granted a scholarship by the Spain Chamber of Commerce in United Kingdom.

At this time he became part of the central Office of "TRI Hospitality Consulting" in London where he received an intensive training focused on market research, benchmarking and feasibility studies for hotels, resorts, golf courses, apartments, timeshare etc., in different countries, but especially in Spain and Portugal. After this formation, from 2004 to 2006 he joined to the "TRI's Madrid" office where he worked as a senior consultant carrying out feasibility studies and valuations throughout Spain, Portugal and some European Cities. From 2006 to 2008 he subsequently worked as senior consultant in "Matlin Associates", boutique international consultancy company, working focused on the investment particular area, especially focusing on assets sales and operator searches.

After 2008 until 2011 he worked as a senior consultant at the Investment Department of "Aguirre Newman", specialized in the investment hotel area of the company. From July 2011 he is the Developer Director at Meliá Hotels International covering the areas of Spain, Portugal and North Africa where he is analyzing new projects and operating hotels to be added for the Meliá's Group.

Mr. Denis Sorin, Mangalis Management Group

CEO and founding member of Mangalis Management Group, a company of Inaugure Hospitality aiming at developing the first African-born group of international scale, with innovative brands such as upper-midscale Noom or economy Seen and Seen+. Denis has acquired extensive experience in Middle East hospitality being a founding member of Avenue Hotels & Resorts – Dubai (AH&R), responsible for developing hotel brands from 2 to 4*. He was also member of the Executive team of Katara Hospitality (aka Qatar National Hotels), in charge of running the operations as well as creating and developing new hospitality brands. Previously Denis was a key-member of ACCOR Hospitality, contributing successfully to developing this leading worldwide hospitality group in the Greater Middle East.

He was also a member of the creation team of prestigious Emirates Academy of Hospitality Management in Dubai. With more than 30 years of professional experience, his international hospitality path also included extensive expertise in operational management of top properties brands such as Venice Simplon Orient-Express, Azur Marina Park Hotel Miami, Nikko Hotel Paris, Plantation Ste Marthe. Denis has a PhD in Phycology and has a particular interest in CSR development and respect for cultural diversity.

Mr. Imad Barrakad, SMIT

M. Imad Barrakad is the Chairman of the Moroccan Agency for Tourism Development (SMIT) since 2011. Prior to joining SMIT, he was the head of Sales and Marketing Direction at the Moroccan National Office of Electricity, an experience which equipped him with a good field knowledge. M. Barrakad has a global experience in project management and financial planning. In the past few years, he had also extensive interest and involvement in social marketing as well as project development. M. Barrakad is an industrial engineer and has a Master's degree in Project Management. Since his arrival to this strategic position for the tourism sector, he operates in implementing the strategic Vision for Tourism Development V 2020. On the main issue, Imad Barrakad have the heavy task to relaunch and boost the Azur Plan projects by repositioning some programmed resorts such as Taghazout and Saidia ones. Also, Imad Barrakad has the mission of promoting the Moroccan tourism investment opportunities. In fact, his strategy is to present the Moroccan tourism investment opportunities in all prestigious events dedicated to tourism investment all over the World (AHIC- City Scape- Dubai, IHIF- Berlin, Meet the Money, Los Angeles etc.....), in particular in the MENA Region and America.

Key player in the planning and tourism development in Morocco, SMIT is committed to develop and implement innovative concepts to produce the best results and to meet our partner's expectations. Besides our great contribution in the conception of the national strategy for tourism development, Vision 2020, we are a major player in setting of the execution of tourism development projects.

Since its creation, SMIT is actively working to carry out different missions in terms of:

- Conception and the development of the tourism product as defined by the national strategy,
- Identification of potential sites for targeted developers and operators,
- Engineering studies and investment advisory,
- Promotion of investment opportunities;
- Enhancement of private initiative and public-private partnership

Our philosophy is based on the capitalization of our key success factors in each business area explored and each project developed.

Aiming to make Morocco among the 20th most important tourist destinations in the world by 2020, SMIT is the initiator of innovative projects and is a key player in the field of engineering and tourism development through its public and private partnerships.

Mr. Sidibé Seydou, Azalai Hotels

Mr. Seydou started to work for Azalai Hotels in November 2009 as an External Commercial Representative of the company. In February 2011, he was promoted to Sales and Marketing Manager of Groupe Azalai Hotels. Regarding his education, Mr. Seydou studied in France Financial Banking Insurance and obtained a Master in International Economy in 2005.

The Azalai Hotels Group maintains its status as a leader in hospitality and accommodation on African soil making an effort to constantly improved infrastructure and services. This hotel chains owns six hotels: Benin (01), Burkina Faso (01), Guinea Bissau (01) and Mali (03).

III.VII Registration Form



TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA

Madrid, Spain, 23 January 2014

REGISTRATION FORM

PLEASE NOTE THAT THIS REGISTRATION FORM MUST BE FULLY FILLED IN. REGISTRATION WILL NOT TAKE PLACE UNLESS ALL THE REQUIRED INFORMATION IS GIVEN, INCLUDING THE PROJECT SECTION.

COMPANY / INSTITUTION INFORMATION		
Name of the company / Institution:		
Contact person / person travelling:		
Position:		
Nationality:		
Address:		
Country:	Tel: Mobile:	Fax:
E-mail:	Web:	
Year of incorporation / start-up:		
Sector: ☐ National / Regional / Local Administration ☐ Accommodation ☐ Passenger Transport Services ☐ Tour Operator / Travel Agency ☐ Tourism Organization / Association ☐ Destination Management Organization ☐ Other Tourism Related Services (please specify) _____		
Sub-sector: ☐ Travel Agent ☐ National Tour Operator ☐ Ecotourism enterprise or community based tourism organizers		
Market experience: ☐ Local ☐ Regional ☐ International		
Number of tourists received per year (if applicable): Of those, number of Spanish and Portuguese tourists per year: Guides (If applicable) : with Specific training and Spanish-speaking and/or Portuguese-speaking (must justify with CV's or other certificates)		

Form of Ownership (must be at least 50% African) :

☐ Private Company

☐ Listed in a stock market

☐ Joint venture with international partner

☐ Joint venture with national partner

☐ Single/family ownership

☐ Public-Private Joint Venture

☐ Other (please specify) _____

Please complete this information accurately in order to fulfil your needs when arranging your meetings with Spanish companies

PROJECT / INITIATIVE

Designation of the Project / Initiative:

Description of the Project / Initiative:

Description of the desired cooperation:

Spanish and Portuguese companies you would like to meet (if possible):

Strengths and advantages:

Estimated Investment in Euros (if applicable):

Forms of collaboration sought:

☐ Joint Venture

☐ Technology Transfer

☐ Equipment Purchase

☐ Sub-contracting

☐ Market access

☐ Other _____

Please, specify the activity(es) you would like to participate in:

☐ Round Table (09:00-14:00)

☐ B2B (15:00-19:30)

PREVIOUS EDITIONS OF INVESTOUR

Have you participated in the previous editions of INVESTOUR? : ☐ Yes ☐ No

If yes, please share with us concrete examples of project that has materialized from the B2B meetings at past INVESTOUR

Please register by completing this form, and return it by e-mail or fax, NO LATER THAN 20 DECEMBER 2013, to:

INVESTOUR Secretariat

World Tourism Organization (UNWTO)

Tel: + 34 91 567 81 00

Fax: +34 91 571 37 33

Email: investour@unwto.org

Online registration: <http://investour2014.monooti.net>

Websites: www.unwto.org/africa

www.fituronline.com

www.casafrika.es/investour



**FORUM TOURISTIQUE SUR LES INVESTISSEMENTS ET
LES OPPORTUNITÉS D’AFFAIRES EN AFRIQUE**

Madrid, Espagne, le 23 janvier 2014

FORMULAIRE DE PARTICIPATION

**VEUILLEZ NOTER QUE CE FORMULAIRE DE PARTICIPATION DOIT ÊTRE DÛMENT REMPLI.
L’INSCRIPTION NE POURRA ÊTRE VALIDÉE EN L’ABSENCE DE LA TOTALITÉ DES
INFORMATIONS REQUISES, Y COMPRIS LA SECTION PROJET.**

ENTREPRISE/ INFORMATION INSTITUTIONNELLE		
Nom de l’entreprise/ institution:		
Personne de contact / personne voyageant :		
Fonction:		
Nationalité :		
Adresse:		
Pays:	Tel:	Fax:
	Mobile:	
Courriel:	Web:	
Année de démarrage:		
Secteur: ☐ National / Régional / Administration locale ☐ Hébergement		
☐ Services transport de passagers ☐ Voyageur/ Agence de voyages		
☐ Organisation de tourisme / Association ☐ Organisation de gestion de destination		
☐ Autres services de tourisme (veuillez préciser) _____		
Sous-secteur: ☐ Agent de voyage ☐ Voyageur national		
☐ Entreprise d’écotourisme ou organisateurs de tourisme communautaire		
Expérience de marché: ☐ Local ☐ Régional ☐ International		
Arrivées touristiques par an (si approprié):		

Parmi lesquelles, le nombre de touristes Espagnols et Portugais par an:

Guides (si approprié): ayant une formation spécifique et parlant l'espagnol et/ou le portugais (devant justifier de CV ou autres certificats)

Forme de propriété (minimum à 50% Africaine) :

☐ Entreprise privée

☐ Inscrite en bourse

☐ En association avec un partenaire international

☐ En association avec un partenaire national

☐ Propriété particulière/ familiale

☐ Entreprise ou partenariat public-privé

☐ Autre (veuillez spécifier) Entreprise publique

Veuillez compléter ces informations avec exactitude afin de répondre au mieux à vos attentes lors des prises de rendez-vous avec les entreprises espagnoles

PROJECT / INITIATIVE

Désignation du projet / Initiative:

Description du projet/ Initiative:

Description du type de collaboration souhaitée:

Les entreprises espagnoles et portugaises que vous souhaiteriez rencontrer (dans la mesure du possible)

Forces et avantages:

Montant estimé de l'investissement en EUROS (si approprié):

Formes de collaboration recherchées:

☐ Association

☐ Transfert de technologie

☐ Achat équipement

☐ Sous-traitance

☐ Accès au marché

☐ Autre _____

Veuillez indiquer à quelle(s) activité(s) vous souhaitez participer :

☐ Table Ronde (09:00-14:00)

☐ B2B (15:00-19:30)

PRÉCÉDENTES ÉDITIONS D'INVESTOUR

Avez-vous participé aux précédentes éditions d'INVESTOUR ? : ☐ Oui ☐ Non

Si oui, veuillez nous faire part d'exemples concrets de projets que vous avez matérialisés grâce aux rencontres B2B au cours des éditions précédentes d'INVESTOUR.

Veuillez vous inscrire en remplissant ce formulaire et le renvoyer par courriel ou fax, AU PLUS TARD LE 20 DECEMBRE 2013 à

INVESTOUR Secrétariat
Organisation mondiale du tourisme (OMT)
Tél.: + 34 91 567 81 00
Fax: +34 91 571 37 33
Courriel: investour@unwto.org
Enregistrement en ligne: <http://investour2014.monooti.net>

Page web: www.unwto.org/africa
www.fituronline.com
www.casafrica.es/investour

III.VIII Satisfaction Survey



Grade of Satisfaction Probe / Niveau de satisfaction de L'enquête / Encuesta sobre el grado de satisfacción

DEGREE OF SATISFACTION / NIVEAU DE SATISFACTION / GRADO DE SATISFACCIÓN	
	Not Satisfied or Very Poor / Pas Satisfait ou Très pauvre / Nada satisfecho o muy deficiente
	Neither Satisfied, not Satisfied or Poor / Ni Satisfait ni insatisfait ou pauvre / Ni satisfecho ni insatisfecho o deficiente
	Slightly Satisfied or Average / Légèrement satisfait ou moyennement satisfait / Moderadamente satisfecho o regular
	Satisfied or Good / Satisfait ou bien / Satisfecho o bien
	Greatly Satisfied or Very Good / Très satisfait ou très bien / Muy satisfecho o muy bien

ROUND TABLES/ TABLES RONDES/ MESAS REDONDAS



Degree of Satisfaction/ Niveau de satisfaction/ Grado de satisfacción

Topics / Thèmes/ Temas ☐ ☐ ☐ ☐ ☐

In your opinion, which topics did you find more interesting? / Quels sont les thèmes qui vous semblent les plus intéressants? / ¿Qué temas le han parecido más interesantes?

Which topics should have been included in the programme? / À votre avis, quels sont les thèmes qui auraient dû l’être discutés dans le programme? / En su opinión, ¿qué temas deberían haberse incluido en el programa?

B2B



Degree of Satisfaction/ Niveau de satisfaction/ Grado de satisfacción

Meetings of the B2B session/ B2B Reencontres/ Encuentros B2B

☐ ☐ ☐ ☐ ☐

Are you satisfied with the organization of the B2B meetings ? / Êtes-vous satisfait d l’organisation de l’atelier et de vos rencontres?/ ¿ Considera satisfactoria la organización de los B2B?

TECHNICAL SECRETARIAT/ SECRÉTARIAT TECHNIQUE/ SECRETARÍA TÉCNICA



Degree of satisfaction / Niveau de satisfaction / Grado de satisfacción

Registration process/ Enregistrement/ Registro	☐	☐	☐	☐	☐
Documents received/ Documents reçus/ Documentación recibida	☐	☐	☐	☐	☐
Online Information/ Information en ligne / Información online	☐	☐	☐	☐	☐
Attention received at the Forum/ Attention reçue au Forum/ Atención recibida en el Foro	☐	☐	☐	☐	☐

Forum Venue / Lieu du forum / Lugar de celebración del Foro

☐☐☐☐☐

Sign posting / La signalétique / Señalización

☐☐☐☐☐

Catering Service / Service de restauration / Servicio de catering

☐☐☐☐☐

Was any kind of service that you missed? / Quel type d'attention ou service vous n'avez pas reçue? / Ha echado en falta algún tipo de atención o servicio

If you have participated in previous editions, please share with us your opinion comparing your experiences and suggesting aspects that could be improved / Si vous avez participé aux éditions précédentes, nous vous remercions de partager avec nous l'opinion de vos diverses expériences et de nous proposer des axes d'amélioration / Si ha participado en ediciones anteriores, por favor compare su experiencia y sugiera los aspectos que cree pueden mejorarse:

OVERALL SCORING / ÉVALUATION D'ENSEMBLE / EVALUACIÓN GLOBAL

☐☐☐☐☐☐☐☐☐☐

Please let us have your suggestions if any: / Veuillez nous faire part de vos suggestions : / Si tiene alguna sugerencia, le rogamos que la haga constar:

Thank you for your cooperation / Merci de votre coopération / Gracias por su cooperación
Deposit this questionnaire in the corresponding box or send it to: investour@unwto.org or Fax: + 34 91 571 37 33
Veuillez déposer ce questionnaire à la boîte correspondante ou l'envoyer à : investour@unwto.org
ou Fax: + 34 91 571 37 33
Deposite esta encuesta en el buzón correspondiente o envíela a: investour@unwto.org o Fax: + 34 91 571 37 33

III.IX Media Coverage Report

ONLINE LINKS

Media: Caribbean News Digital

Title: Fitur acogerá la quinta edición de Investour África

Date: 13/11/2013

Link: <http://www.caribbeannewsdigital.com/noticia/fitur-2013-acogera-la-quinta-edicion-de-investour-africa>

Media: Europa Press

Title: Investour 2014 se presenta como puente de cooperación turística entre África y España

Date: 2/12/2013

Link: <http://www.europapress.es/turismo/nacional/noticia-investour-2014-presenta-puente-cooperacion-turistica-africa-espana-20131202132945.html>

Media: Travel Update

Title: Foro de Inversiones y Negocios Turísticos en África realizará quinta edición

Date: 2/12/2013

Link: <http://www.travelupdate.com.pe/internacional/31976-fitur-foro-de-inversiones-y-negocios-turisticos-en-africa-realizara-quinta-edicion>

Media: WelcomeSpain

Title: Investour 2014 se presenta como puente de cooperación turística entre África y España

Date: 2/12/2013

Link: http://turismo.welcometospain.net/__n2736710__Investour_2014_se_presenta_como_puente_de_cooperacion_turistica_entre_Africa_y_Espana.html

Media: Travel and Tour World

Title: Investour 2014, a bridge of tourism cooperation between Africa and Spain

Date: 2/12/2013

Link: <http://www.travelandtourworld.com/news/article/investour-2014-a-bridge-of-tourism-cooperation-between-africa-and-spain/>

Media: Caribbean News Digital

Title: Investour 2014, puente de cooperación turística entre África y España

Date: 3/12/2013

Link: <http://www.travelupdate.com.pe/internacional/31976-fitur-foro-de-inversiones-y-negocios-turisticos-en-africa-realizara-quinta-edicion>

Media: Host News

Title: Investour 2014, puente de cooperación turística entre África y España

Date: 3/12/2013

Link: <http://hostnews.es/index.php/news/1179/16/Investour-2014-un-puente-de-cooperacion-turistica-entre-africa-y-Espana.htm>

Media: Empresa Exterior

Title: Fitur acogerá la quinta edición de Investour África

Date: 3/12/2013

Link: <http://www.empresaexterior.com/2013120394241/turismo/noticias/investour-2014-un-puente-de-cooperacion-turistica-entre-africa-y-espana.html>

Media: Agenttravel.es

Title: Investour 2014 se presenta como puente de cooperación turística entre África y España

Date: 3/12/2013

Link: http://www.agenttravel.es/noticia-014332_Investour-2014-se-presenta-como-puente-de-cooperacion-turistica-entre-Africa-y-Espana.html

Media: Mercados21.es

Title: FITUR 2014 acoge en enero 'Investour 2014', un foro de inversiones y negocios turísticos en África

Date: 3/12/2013

Link: <http://www.mercados21.es/blog/2013/12/03/madrid-acoge-en-enero-investour-2014-un-foro-de-inversiones-y-negocios-turisticos-en-africa/#sthash.cT23hhOP.dpuf>

Media: Hosteltur

Title: Investour África mostrará nuevas oportunidades de negocio en Fitur

Date: 10/12/2013

Link: http://www.hosteltur.com/126710_investour-africa-mostrara-nuevas-oportunidades-negocio-fitur.html

Media: Focus on Travel News

Title: Tourism Investment and Business Forum for Africa to be held in January 2014

Date: 10/12/2013

Link: <http://www.ftnnews.com/mice/22767-tourism-investment-and-business-forum-for-africa-to-be-held-in-january-2014.html>

Media: Travel Daily News

Title: Mobilizing investment and partnerships for tourism development in Africa

Date: 11/12/2013

Link: <http://www.traveldailynews.com/news/article/58118>

Media: Patrimonio Actual

Title: Investour 2014, un puente de cooperación turística entre África y España

Date: 11/12/2013

Link: <http://patrimonioactual.com/page/investour-2014-un-puente-de-cooperacion-turistica-entre-africa-y-espana/>

Media: Pan African Chamber of Commerce and Industry

Title: Mobilizing investment and partnerships for tourism development in Africa

Date: 12/12/2013

Link: <http://www.pacci.org/cp/contentadmin/index.php?news=15>

Media: Breaking Travel News

Title: Mobilizing investment and partnerships for tourism development in Africa

Date: 15/12/2013

Link: <http://www.breakingtravelnews.com/news/article/investour-2014-mobilising-investment-and-partnerships-for-tourism-developme/>

Media: Caribbean News Digital

Title: Investour África amplía plazo de inscripción

Date: 17/12/2013

Link: <http://www.caribbeannewsdigital.com/noticia/investour-africa-amplia-plazo-de-inscripcion>

Media: Colegio Oficial de Arquitectos de Canarias

Title: En Enero se celebra INVESTOUR 2014. V Foro de Inversiones y Negocios Turísticos en África

Date: 18/12/2013

Link:http://www.coaciz.com/2013/12/18/131218_en_enero_se_celebra_investour_2014_v_foro_inversiones_y_negocios_tur%C3%ADsticos_en

Media: Madrid Press

Título: Investour abre sus puertas la próxima semana en Madrid con Portugal como país invitado

Fecha: 20/12/2013

Link:http://madridpress.com/not/165119/investour_2014_un_puente_de_cooperacion_en_tre_espana_y_africa/

Media: Europa Press

Title: Investour 2014 amplía el plazo de inscripción hasta el 20 de diciembre

Date: 20/12/2013

Link:<http://www.europapress.es/turismo/nacional/noticia-investour-2014-amplia-plazo-inscripcion-20-diciembre-20131217155147.html>

Media: Nexotur

Title: Investour ha promovido más de 550 proyectos africanos de 45 países diferentes en sus cuatro primeras ediciones

Date: 27/12/2013

Link:<http://www.nexotur.com/investour/ha/promovido/maacutes/550/proyectos/africanos/45/paiacuteses/diferentes/sus/cuatro/primeras/ediciones/63862/>

Media: Africa Informarket

Title: Investour abre sus puertas la próxima semana en Madrid con Portugal como país invitado

Date: 16/01/2014

Link: <http://www.africainformarket.org/item/16053-investour-abre-sus-puertas-las-proxima-semana-en-madrid-con-portugal-como-pais-invitado>

Media: Europa Press

Title: La quinta edición de Investour desvelará el potencial de los países africanos para los negocios españoles

Date: 17/01/2014

Link: <http://www.europapress.es/madrid/camara-de-madrid-00456/noticia-comercio-quinta-edicion-investour-desvelara-potencial-paises-africanos-negocios-espanoles-20140117173349.html>

Media: Absolut Madrid

Title: Investour 2014 llega para trazar un puente de cooperación turística entre África y España

Link: <http://www.absolutmadrid.com/investour-2014/>

Media: Think med (Red de Innovación Turística Hispano-Marroquí)

Title: INVESTOUR 2014. V Foro de Inversiones y Negocios Turísticos en África

Link:<http://www.think-med.es/eventos/investour-2014-v-foro-de-inversiones-y-negocios-turisticos-en-africa/>

Media: Caribbean News Digital

Title: Investour 2014 to Foster Tourism Cooperation between Africa and Spain

Date: 21/01/2014

Link: <http://www.caribbeannewsdigital.com/en/noticia/investour-2014-foster-tourism-cooperation-between-africa-and-spain>

Media: MICE (Meetings, Incentives, Conventions, Events and Business Travel In Between Middle East Countries with the Whole world)

Title: Mobilizing Investment and Partnerships for Tourism Development in Africa

Link: http://www.micemiddleeast.com/news_dtls.php?news_id=843

Media: Europa Press

Title: Empresas africanas, españolas y portuguesas abordan en Investour nuevas posibilidades de negocio turístico

Date: 23/01/2014

Link: <http://www.europapress.es/madrid/ifema-00444/noticia-ifema-empresas-africanas-espanolas-portuguesas-abordan-investour-nuevas-posibilidades-negocio-turistico-20140123174012.html>

Media: E Turbo News

Title: New business and cooperation opportunities today at INVESTOUR, FITUR

Date: 24/01/2014

Link: <http://www.eturbonews.com/42047/new-business-and-cooperation-opportunities-today-investour-fitur>

Media: Travel and tour world

Title: FITUR showcased African tourism potential

Date: 24/01/2014

Link: <http://www.travelandtourworld.com/news/article/fitur-showcased-african-tourism-potential/>

Media: Agenttravel.es

Title: Empresas africanas, españolas y portuguesas abordan en Investour nuevas posibilidades de negocio

Date: 27/01/2014

Link: http://www.agenttravel.es/noticia-014814_Empresas-africanas-espanolas-y-portuguesas-abordan-en-Investour-nuevas-posibilidades-de-negocio-.html

Media: La Asociación Española de Empresas de Ingeniería, Consultoría y Servicios Tecnológicos

Title: Foro de Inversiones y Negocios Turísticos en África INVESTOUR 2014

Link: http://www.tecniberia.es/index.php?option=com_events&task=view_detail&agid=1618&year=2014&month=01&day=23&Itemid=36&catid=18|17|47|53

Media: Portal Ferias

Title: Éxito del foro de inversiones y negocios en África INVESTOUR 2014

Date: 23/01/2014

Link: <http://www.portalferias.com/noticias/noticias-ferias/xito-del-foro-de-inversiones-y-negocios-en-frica-investour-2014.htm>

Media: Travel and Tour World

Title: Visa facilitation and air connectivity key to African tourism

Date: 24/01/2014

Link: <http://travelintourworld.wordpress.com/2014/01/24/visa-facilitation-and-air-connectivity-key-areas-for-tourism-development-in-africa/>

Media: ETurbo News

Title: Visa facilitation and air connectivity key to African tourism

Date: 24/01/2014

Link: <http://www.newsxs.com/en/go/15290255/eTurboNews/>

Media: Arabian Travel News

Title: Visa facilitation and air connectivity key to African tourism

Date: 27/01/2014

Link: <http://arabiantravelnews.com/destinations/2014/jan/25/352059/#.UvEMUmfDjZI>

Media: Daily times NG

Title: Visa facilitation and air connectivity key to African tourism

Date: 29/01/2014

Link: <http://www.dailytimes.com.ng/article/visa-facilitation-air-connectivity-key-tourism-development-report>

Media: Atq News

Title: Mobilizing Investment and Partnerships for Tourism Development in Africa

Date: 04/02/2014

Link: <http://www.atqnews.com/index.php/featured-stories/latest-updates/1049-investour-2014-mobilizing-investment-and-partnerships-for-tourism-development-in-africa>

Media: HSMAI

Title: Visa facilitation and air connectivity key to African tourism

Date: 04/02/2014

Link: <http://www.hsmi.org/news/News.cfm?ItemNumber=11959>

ENTREVISTAS RADIOFÓNICAS

Media: RNE

Program: África Hoy

Date: 04/02/2014

Link: <http://www.rtve.es/alacarta/audios/africa-hoy/africa-hoy-catherine-samba-panza-designada-nueva-presidenta-republica-centroafricana-20-01-14/2331666/>

Media: RNE

Program: Made in Spain

Date: 16/01/2014

Link: <http://www.rtve.es/alacarta/audios/made-in-spain/>

Media: Radiotelevisión Canaria (RTVC)

Program: Ahora África

Date: 18/01/2014

Link: <http://www2.rtv.es/television/Multimedia/Ahora%20C3%81frica-8148/18-01-2014-170.aspx#.UvIWfDjZI>

Media: Onda Cro

Program: Onda Viajera

Date: 22/01/2014

Link: <http://www.ondacro.com/index.php/articulos/166-ondaviajera/especial-fitur/1363-helder-thomas-buscamos-una-mayor-interactuacion-entre-espana-y-africa-en-turismo>

Media: Radio Exterior de España

Program: Europa Abierta

Date: 23/01/2014

Link: <http://bit.ly/Lxx5jg>

III.X INVESTOUR'S Pictures



African and Middle East Ministers at the Ministerial Lunch offered by FITUR.



Panoramic view of the room where were the Round Table Sessions were held on 23 January.



The INVESTOUR's Recognition was for Mr. Ndiaye, one of the promoters of the Forum.



One of the meetings of the B2B sessions.



A member of Niger's delegation meets with a Spanish company during the B2B sessions.



The Angolan Secretary of State of Hospitality, Paulino Domingos Baptista, presented the CAF



(Left to right): Elcia Grandcourt, Director of Regional Programme for Africa; Luis Eduardo Cortés, Chairman of the Executive Committee of IFEMA; Taleb Rifai, Secretary-General,

UNWTO; and Santiago Martínez-Caro, Director-General of Casa Africa, during the inauguration of INVESTOUR.