



## From the Director

Dear esteemed Members,

As we celebrate the achievements of this year and reflect over the challenges we have faced, I would like to take this opportunity to, on behalf of UNWTO, express our sincere appreciation to all Members for your ongoing support in pursuing our common aims.

Our activities for the year ahead begin with the 6th edition of INVESTOUR to which we dedicate this special edition of our newsletter.

For the first time, INVESTOUR will be opened to all international participants with the objective of providing greater business and investment opportunities for the tourism sector in Africa.

Over the years, INVESTOUR has grown and expanded to attract an increasing number of participants and potential investors. The success of past editions has been largely due to the continuous support and attendance of our Members. INVESTOUR is, not only a unique business platform, but also an exceptional opportunity for potential investors to meet with policy makers. The high level participation of Tourism Ministers has been fundamental to raise the profile of the event but it is also a clear demonstration of the importance that our tourism leaders attach to the role of tourism as a catalyst for socio-economic development.

UNWTO, CASAFRICA and FITUR look forward to welcome us at the 2015 edition of INVESTOUR. For more information, we invite you to visit our website at [www.investour-africa.com](http://www.investour-africa.com) or contact us at [investour@unwto.org](mailto:investour@unwto.org).

We wish you a good read!

## About Investour

The Tourism Investment and Business Forum for Africa – INVESTOUR – is a joint initiative by the World Tourism Organization (UNWTO), Casa Africa, representing the Spanish Government, and the International Tourism Fair of Madrid (FITUR).

The main objective of the Forum is to promote the development of sustainable tourism in Africa by encouraging exchanges on investment and business opportunities in the region. Each new edition of INVESTOUR has been an opportunity to introduce new features. Initially opened to representatives of African national tourism administrations, the Spanish Government and Spanish private-sector actors, the Forum was expanded last year to welcome the participation of Portuguese companies.

The 6th edition of INVESTOUR will take place on 29 January 2015, in the framework of the 35th edition of FITUR, in Madrid, Spain. The Forum is structured around two blocks: a round-table block aimed at discussing and exchanging views on the key issues of human capital and the impact of Africa's image on foreign direct investment (FDI) in the tourism sector; and a block dedicated to Business-to-Business (B2B) meetings bringing African tourism project leaders and potential international partners in direct contact with one another.

FITUR is one of the world's most important tourism fairs, and in this context, INVESTOUR, and the working lunch of the Ministers of Tourism of Africa and the Middle East, is an excellent opportunity to showcase African tourism. We invite you to disseminate this information widely among private-sector tourism companies and associations as well as investment and business promotion agencies in your country and to encourage their participation.



Elcia Grandcourt  
Regional Director for Africa

## Messages



**Message by  
Taleb Rifai,  
Secretary-General,  
UNWTO**

Dear Friends,

It is a pleasure to invite you to join us at the 6th edition of INVESTOUR, jointly organized by UNWTO, Casa Africa and FITUR.

Over the years, INVESTOUR has proven to be an essential gathering for the promotion of tourism development in Africa, and to showcase the immense investment and business opportunities existing in the region.

Tourism employs one out of every eleven people worldwide, and at a moment when we struggle to provide opportunities to our youth particularly in African countries, we should not forget that tourism provides one of the easiest entry points for the younger, as well as women. Aware of this fact, UNWTO is working closely with its Member States in Africa in support of their efforts to develop and promote their tourism sectors as a strategic tool for development.

This edition of INVESTOUR comes in a moment of great challenges in the region, not the least due to the impacts of the Ebola Disease Virus outbreak in West Africa. At UNWTO, we are committed to working closely with our Members to minimize the effects of such threat in African destinations.

It is against this background that we are pleased to invite you to the 6th edition of INVESTOUR, with the conviction that this annual institutional and business platform will continue to bring benefits both for the African and international participants.



**Message by  
Luis Padrón,  
Director-General,  
CASA ÁFRICA**

We are proud to once again return to INVESTOUR, an initiative in which we began to work with UNWTO and FITUR in 2009, convinced of the potential of tourism as an engine of growth and development in African countries.

This event has consolidated itself, having drawn nearly 1.000 participants from 32 African countries since its first edition, and has become an essential encounter and a veritable reference point for the continent's tourism sector.

INVESTOUR is a clear example of success in our efforts in the area of economic diplomacy. With this priority project for Casa África, we promote Spain's "Marca España" national brand through the

dissemination of good practices and know-how accumulated over decades as a tourism destination. We also contribute to the internationalization of Spanish companies and investments in African territory. We ensure a privileged relationship of our country, through cooperation and mutual learning of our companies and African companies, with a continent that is undergoing unstoppable economic growth and that offers multiple opportunities.

Africa continues its unstoppable march, with an expanding middle class, new discoveries in the energy sector, an extraordinary portfolio resources, a higher index of governance, elections and democratic processes, dynamic civil societies and great entrepreneurial spirit.

Welcome back, then, one and all, to INVESTOUR.



**Message by  
Luis Eduardo Cortés,  
Executive Chairman,  
IFEMA**

On behalf of IFEMA, it is a pleasure to welcome you to the 6th edition of INVESTOUR, which will be held on 29 January in the privileged setting of FITUR. The Forum, which has already become the principal tourism event between Spain and Africa, has the support of two prestigious institutions, UNWTO and Casa África, as joint organizers with FITUR.

The main objective of INVESTOUR is to promote sustainable development in Africa, while at the same time fostering investment and business opportunities. At its last edition, the Forum was expanded to include the Portuguese private sector, and starting in 2015 it will also open its doors to international institutions and companies. The 2015 event will focus on investment in human capital and the impact of Africa's image on foreign investment; and business-to-business meetings will also be organized. The 2014 edition had 269 participants, 134 sustainable investment projects and 287 B2B meetings, which gives an idea of the scope and strength of this initiative.

I am convinced that this year, INVESTOUR will offer more opportunities than ever for African companies and investors from all participating countries, and that it will also serve as a platform for the internationalization of Spanish companies, through which they can contribute their recognized know-how to multiple projects in over 30 African countries seeking investors and partners in order to carry out projects that, aside from consolidating businesses, contribute to the sustainable development of these communities and countries. I therefore extend my warmest welcome to everyone.

## Messages



**Message by  
H.E. Mr. Walter Mzembi,  
CAF Chairman and Minister  
of Hospitality Industry  
and Tourism of Zimbabwe**

INVESTOUR presents a premium opportunity for Africa to showcase its immense opportunities. As we engage in business discussions at this edition, we must be cognizant of the fact that Africa is ready for business. Our harnessed motivation and persistent collective efforts are the driving forces that keep us optimistic in seeking to transform the lives of our people. This arises out of our unbridled creativity to exploit vast resources domiciled in our continent to the full benefit of our citizens. The missing link that we see is squarely in the hierarchical development model that has not connected African opportunities to capital markets of the world. Vertically and horizontally, we witness misalignment and disconnections in capital pyramids of the global wealth. This challenge speaks to the need to “open up both ends” of the financial architecture to allow investment capital flow to Africa in order to “streamline funding” towards strategic areas for development to materialize. The determination we have is enormous.

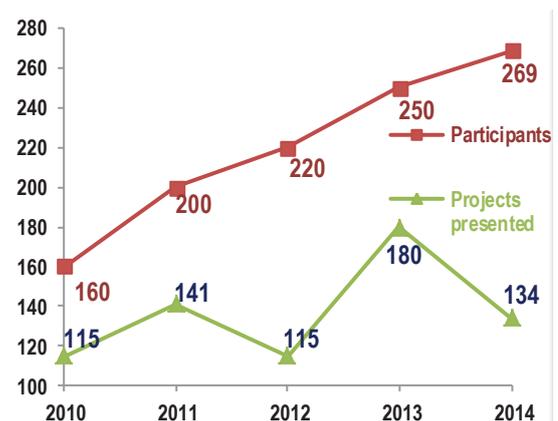
Significant progress has been made in terms of policy flexibility, governance and guaranteeing property rights. Perhaps, we need to look ahead to revolutionize investments and business for Africa's great-leap forward in the spirit of true partnership. The dividend we have is premised on our young population and resourcefulness to optimize development in fostering a win-win situation. We are open to business and ready for investment in tourism, transport, infrastructure development, aviation and energy as strategic engines for growth. Our opportunities are incomparable. The reality is, Africa is ready.

## Investour over the years

Since its launch in January 2010, INVESTOUR has become a key event of FITUR.

In four years, the total number of participants has almost doubled – from 160 in 2010 to 269 in 2014. The event has also gained increased public recognition, welcoming each year participants from over 30 countries and high profile participants, among which several Ministers from the region. The high number of projects presented at the B2B session – above 100 – is another indicator of the positive output of the forum.

Previous editions have covered themes ranging from hotel infrastructure, air connectivity, visa facilitation, product development and capacity building. The 6th edition, INVESTOUR, which is for the first time open to all participants beyond Spanish and Portuguese companies, will focus on the impact of Africa's image on Foreign Direct Investment (FDI) and on Human Capital.



## Investour 2015



### Investing in Human Capital

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

The roundtable will be opened to Ministers, tourism professionals from the public and private sector and universities to identify needs and gaps in human resources development in Africa, showcase best practices in training and capacity building and share experiences of public-private partnerships in this area.

### The impact of Africa's image on the Foreign Direct Investment (FDI) in Tourism

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

The discussion will be opened to Ministers and Experts in Communication, Investment and from the Banking sector.

### The Business to Business (B2B)

The second session is devoted to business-to-business (B2B) meetings. This strategic platform puts African tourism project leaders and potential international partners in direct contact with one another. In order to coordinate the meetings, tables are numbered and each participant will be given a diary in which will be indicated, for each meeting, the time, the number of the table and the future potential partner.

#### Register:

<http://investour2015.monooti.net/>

#### Visit us:

[www.investour-africa.com](http://www.investour-africa.com)

#### Contact us:

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## Upcoming Events

- UNWTO/UNESCO World Conference on Tourism and Culture: Building a new Partnership, Siem Reap, Cambodia, 4-6 February 2015
- The Atlantic Initiative for Tourism 2015, Rabat, Morocco, 11-13 March 2015

## Contact Us

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