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XI TOURISM INVESTMENT AND BUSINESS FORUM FOR AFRICA (INVESTOUR)

Madrid, 23 January 2020

FINAL REPORT

SPONSORS



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The eleventh edition of the **Tourism Investment and Business Forum for Africa (INVESTOUR)** was held on 23 January 2020, in IFEMA - Madrid, Spain, on the occasion of the 40th edition of FITUR. The annual forum is jointly organized by the World Tourism Organization (UNWTO), the International Tourism Trade Fair of Madrid (IFEMA/FITUR) and Casa África (organization representing the Spanish Government).

UNWTO is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism, with Member States from 159 countries. UNWTO promotes tourism as a driver of economic growth, inclusive development, and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

FITUR – The International Tourism Trade Fair of Madrid is a global meeting point for tourism professionals and the leading trade fair for inbound and outbound Ibero-American markets. Its 40th edition welcomed over 255.000 international visitors from 165 countries, while the participation of the African countries grew with 21% compared to last year's edition. Furthermore, "FITUR MEET AFRICA" was launched, a new tool to connect exhibitors and tourism professionals with the idea of favoring the knowledge of the tourist offer of the African continent

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

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

The 11th edition of **INVESTOUR** was organized in two parts: the Round Table session in the morning, followed by the Project Proposal Presentations in the afternoon. Furthermore, the Networking Cocktail on the one hand, and the Ministerial Lunch on the other, served as extensive networking platforms to connect all stakeholders active in the African tourism industry. The forum unfolded as follows:

1. The Round Table session, held in the morning, included an interactive discussion structured around one of the most pertinent topics to the tourism sector in Africa, namely "***Creative industries and rural tourism development: an African perspective***". Panelists from both the public and private sector exchanged ideas and explored together the challenges, opportunities and new trends that are now emerging in the travel and tourism sector.
2. The Project Proposal Presentations, a new component to the program, aiming to replace the former Business-to-Business (B2B) Meetings as a platform to connect African project owners with investors. A number of preselected projects were presented in front of the audience. The main goal of this session was to facilitate the establishment of primary contacts between African stakeholders and investors which could lead to the development of concrete tourism projects. It also offered an opportunity to raise awareness and provide firsthand information about the investment climate of different countries in Africa.

The eleventh edition benefitted from the support of several sponsors and partners whose contribution reinforced the success of the event. The 11th edition of **INVESTOUR** was sponsored by **Steward Health Care International**, one of the largest physician-led, privately-held health care operators in the United States, **INFECAR**, the Trade Fair Institution of the Canary Islands, **Facility Concept**, a company which support African destinations and businesses in the design and implementation of event strategies, and **Royal Air Maroc**, the national airline of Morocco.

In addition, partners of **INVESTOUR** included the **IE Africa Center**, a department of IE University, and **Voyages Afriq**, a travel and tourism media with interest in promoting Africa to the world.

IE Africa Center, which depends on the IE Foundation, is a newly established hub which aims to drive innovation, executive leadership, entrepreneurship and the development of social action projects in the African continent. IE University has been developing projects in Africa for 10 years. The center, which started its activities in September 2018, wants to foster innovation in the continent and provides a strategic framework to the projects of IE University in the region.

Voyages Afriq is a Travel and Tourism media with interest in promoting Africa to the world. The magazine elaborately covered **INVESTOUR** before, during and after the event.

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

The XI edition of INVESTOUR was attended by about 200 participants from 30 countries, including 25 African countries and participants from Italy, Spain, Switzerland and the U.S.A, among others. It also brought together more than 20 African Ministers of Tourism and Heads of Delegations. The forum was inaugurated by UNWTO Secretary General Mr. Zurab Pololikashvili, who was joined by the Minister of Industry, Trade and Tourism, Da. María Reyes Maroto Illera, the Secretary of State of Foreign Affairs of Spain, Mr. Fernando Martín Valenzuela Marzo, the Director General for IFEMA, Mr. Eduardo López-Puertas and the Director General of Casa África, Mr. José Segura Clavell.

OPENING CEREMONY



(L-R) UNWTO Regional Director for Africa Ms. Elcia Grandcourt, IFEMA Director General Mr. Eduardo López-Puertas, Spanish Minister of Industry, Trade and Tourism Mrs. María Reyes Maroto Illera, UNWTO Secretary General Mr. Zurab Pololikashvili, Spanish Secretary of State of Foreign Affairs Mr. Fernando Martín Valenzuela Marzo and Casa África Director General Mr. José Segura Clavell in Madrid at the opening of the 11th edition of INVESTOUR.

Ms. Elcia Grandcourt, Director, UNWTO Regional Department for Africa

The opening ceremony commenced with welcome remarks by Ms. Elcia Grandcourt, UNWTO Regional Director for Africa, in her capacity as the Master of Ceremony of the 11th edition of the Forum. After her words of welcome, she proceeded to evoke the UNWTO Agenda for Africa, a blueprint for economic transformation and sustainable development in Africa which was unanimously endorsed by the member states at the 23rd UNWTO General Assembly in September in Saint Petersburg, Russia, and the importance of investment in said program:

“Ladies and gentlemen, 2020 will mark the beginning of a consolidation process of the *UNWTO Agenda for Africa - tourism for inclusive growth*. Unlocking Growth through Investment Promotion and Public Private Partnerships is one of the focus areas of this Agenda. Without investment we simply cannot have sustainable growth and development. INVESTOUR for the past years has served as a powerful, trusted platform to connect investors to the many possibilities that our continent has to offer in the promotion of investing in the tourism sector.”

“Advocating for Brand Africa, Promoting Cultural Heritage are some of the key focus areas of this strategic agenda that will be addressed in the panel discussion today with an emphasis on UNWTO’s theme for this year on tourism and rural development.”

Ms. Grandcourt welcomed the Tourism Ministers from Africa and acknowledged Hon. Ronald Kaoma Chitotela, Minister of Tourism and Arts, Zambia, the Chairman of the UNWTO Commission for Africa: “Excellency, you occupy a very important role in UNWTO’s governing bodies. Your leadership, expertise and visionary ideas are of great importance for the achievement of our common objectives and that of the strategic framework of the UNWTO Agenda for Africa – Tourism for Inclusive growth.”

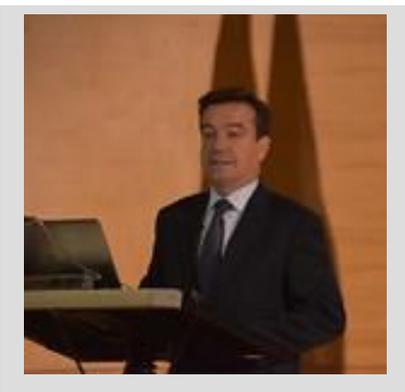
Ms. Grandcourt concluded by expressing her sincere thanks and gratitude to the H.E. Mr. Siandou Fofana, Minister of Tourism and Leisure of Côte D’Ivoire, for the special collaboration put forward by Côte d’Ivoire in regards to the 11th edition of INVESTOUR, as well as the sponsors and partners of this edition.

“INVESTOUR for the past years has served as a powerful, trusted platform to connect investors to the many possibilities that our continent has to offer in the promotion of investing in the tourism sector.”

- Ms. Elcia Grandcourt, Director, UNWTO Regional Department for Africa



Mr. Eduardo López-Puertas, Director General of IFEMA



The Director General of IFEMA, Mr. López Puertas addressed the audience saying: “It is a pleasure to accompany all of you in this act of inauguration of the Tourism Investment and Business Forum for Africa, INVESTOUR, which throughout its eleven editions has become the best generator of internationalization and development of tourist destinations in Africa. A potential that has been confirmed thanks to the joint work of FITUR, the World Tourism Organization (UNWTO) and Casa África.”

“As you all know, for FITUR, the INVESTOUR cooperation program is an example of institutional collaboration that we are especially proud of. As a result of this effort, we have seen Africa's participation in the Tourism Fair grow, becoming a hub of the global tourism industry for the destinations, companies and institutions of the neighboring continent. INVESTOUR is also an example of the adhering and catalytic capacity of the different interests that converge in a fair, and of the potential that FITUR contains beyond commercial objectives, to transcend to a more ambitious level by promoting socio-economic projects.”

Mr. Eduardo López-Puertas also highlighted that this year FITUR is celebrating its 40th anniversary, and is once again breaking the record of participation with over 11.000 companies from 165 countries. Africa constitutes one of regions which have most increased their participation, growing 20% with 31 countries representing their tourism offer. These numbers show that Africa has identified FITUR as an efficient promotion and business forum and recognize the support of FITUR throughout the evolution of Africa’s tourism. In response to Africa’s growing participation in the Fair, FITUR has decided to give the continent more visibility: on one hand, an entire pavilion is dedicated to African tourism for the first time, and on the other FITUR has created the new program FITUR MEET AFRICA, a platform for bilateral meetings.

Similarly to the other speakers of the opening ceremony, the Director General of IFEMA went on to comment on the emphasis given to this year’s round table: “The INVESTOUR round table session, this year, will focus on the creative Industries and the development of rural tourism in Africa. Rural areas have great human, economic and cultural potential, and their development will support and contribute to regional growth, efficiently and sustainably favoring all sectors.”

“This day will be completed by different presentations that will allow re-editing the core of what constitutes the essence of INVESTOUR, promoting contact and opening true investment opportunities between the agents of the African tourism sector and Spanish and international companies and investors for the development of different projects in this unique and beautiful destination.”

Mr. Eduardo López-Puertas concluded his speech by expressing his conviction that FITUR is essential to the strategic and business objectives of the present tourism ministers, and thanked them for their presence at the event.

Mr. José Segura Clavell, Director General of Casa África

Mr. José Segura Clavell, Director General of Casa África, started off by welcoming all the attendees, and expressed his gratefulness for being part of INVESTOUR for the first time. He also uttered his personal and institutional thanks to the two partners, UNWTO and IFEMA.

Mr. Segura Clavell then went on to reflect back on how INVESTOUR started, as a meeting where the African tourism sector could present to Spanish businessmen and experts the projects for which they needed investments or expertise. However, as a consequence of the efforts and good work of all partners, and the enthusiasm and presence of many African countries, the event has grown year by year, expanding its initial perspective, opening its focus, until consolidating into the great event of African tourism outside the continent it is today.

“INVESTOUR is a project that, during its years of existence, has marked the path for our institution in terms of economic diplomacy. As an instrument of Spanish public diplomacy, it allows us to fulfill our main task: to create networks between Spain and Africa, to bring our country closer to the countries of sub-Saharan Africa, both through improving the knowledge about Africa in our country and the other way around.”

Mr. Segura Clavell then summarized the main objectives of INVESTOUR: reflect on the situation and challenges of African tourism, present new projects, showcase the growth of the sector year after year, and all of this with a special sensitivity to sustainability. He also expressed his gratitude towards the African ministers for their attendance, and reaffirmed that their presence, year after year, is an affirmation of the touristic potential that African countries are aware of.

The Director General went on to stress the role of Casa Africa as a bridge, connecting the African public and private sector with those of Spain, one of the world leaders in tourism. He also emphasized that tourism is a determining sector for the development and improvement of the economies, for the creation of employment and, therefore, for the quality of life of the citizens of African countries.

He also evoked the importance of sustainability within the tourism sector in the context of the climate emergency, and reminded that seven of the ten countries on the planet most threatened by the climate emergency are in Africa, a continent that emits less than 4% of greenhouse gasses. He urged the tourism sector all over the world to face this enormous challenge by becoming more sustainable, focusing on renewable energy, on sustainable industrialization, and on a more efficient and respectful agriculture.

“Today we will hear that this last year has been especially positive for the African continent. There is an enormous margin to further develop its tourism sector. We all know that progress is needed in many fields, such as connectivity, infrastructure or, as I said, training, but let me tell you that by looking at the environment, the enthusiasm and commitment of everyone present here, we can be more than optimistic about what the future holds for the continent as a tourist destination. The expectations are positive, if the current trend continues, the number of tourists will reach 134 million in 2030, thus confirming that the African continent is the region with the highest tourist growth after Asia - Pacific.”

In conclusion of his speech, Mr. Segura Clavell emphasized once again that Spain and Casa Africa are at the disposal of the African countries to create networks and establish alliances, and expressed his hope that all participants will continue keep on pushing African tourism on the international agendas of the sector as it deserves.

H.E. Mr. Fernando Martín Valenzuela Marzo, Secretary of State of Foreign Affairs, Spain

H.E. Mr. Fernando Martín Valenzuela Marzo, Secretary of State of Foreign Affairs of Spain, commenced his speech by acknowledging the presence of the distinguished guests, and by congratulating the organizing partners, Casa África, UNWTO and the host, IFEMA, for continuing, year after year, to assume new challenges and expand content and opportunities during the event, which annually opens the calendar of tourism events worldwide.

He then went on to present some remarkable numbers about INVESTOUR and African tourism: “The figures speak loud and clear about the relevance of this initiative. In these 11 years, almost 2,000 participants from up to 36 African countries have passed through INVESTOUR, more than 900 initiatives have been presented and the numbers continue to increase every year, a sign of the interest generated by the tourism sector in Africa. There is no doubt that talking about tourism in Africa today is talking about opportunity. In the last decade, this sector in the continent, especially in Sub-Saharan Africa, has shown unprecedented dynamism. If in 2018 the growth rate of the industry worldwide was 3.9%, in Africa this figure amounted to 7%, far exceeding the economic growth rate of the continent and reaching 67 million visits. While this figure is still modest, it should be noted that the number of visitors is expected to double in just over a decade, reaching 134 million in 2030.”

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- H.E. Mr. Fernando Martín Valenzuela Marzo

The Secretary of State of Foreign Affairs declared that although the number of visitors to countries such as Kenya, Botswana or Namibia is low compared to market leaders such as Spain and France, this means the margin and potential for growth is enormous, especially taking into account the diversity of Africa’s tourism offer such as ecotourism, adventure tourism, cultural tourism or the more traditional sun and beach holiday. However, he also pointed out, the sector’s take-off requires the committed support of the governments and institutions of the region and a stable, safe and opportunity-generating environment.

He also re-echoed the fact that tourism is an engine of economic growth and offers employment to both qualified workers and more vulnerable, non-qualified workers. Furthermore, it creates jobs in other sectors, as one direct job in tourism creates 1.5 to 2 in other sectors such as construction, industry, and telecommunications.

“The opportunities, therefore, are enormous, although the challenges are not minor. Africa is facing a situation in which it must learn how to transform this potential into a sustainable development tool. This requires responsible management of cultural and natural resources whose tourist exploitation will require its development, but also its protection. Another important factor is safety. Tourism requires a safe environment from a physical point of view, but also a legal one. Physical security is a basic element for any business, but it is particularly important for tourism. When deciding to make an investment in a specific place, the first thing that tourism companies consider is whether there is a reasonable level of security, both physical and legal.”

He then compared Africa’s current situation to Spain in the ’60s and ’70s, which experienced the same challenges such as accelerated demographic growth and migration from rural areas to the city. Spain used tourism for its own economic transformation and can therefore share its knowledge and experience with Africa.

“Therefore, we want to put into practice a new approach to Africa based on investment and business presence as engines of growth. We believe this is key to complement the classic means of cooperation with private initiatives that generate employment and wealth.”

“Spain wants to invest in African tourism. Our companies are already present in many countries and, with their experience and the obvious attractions of the continent, we can create an association that generates wealth, employment and stability. We must take advantage of new instruments, such as the Africa-Europe Alliance for Sustainable investment and Jobs¹ and, when used, both benefit from the growth that will accompany these investments. Similarly, Spain wants to become a tourist market for African citizens. Few countries in the world have a wider variety of tourism offer than Spain and we are sure that Africans will especially value the cultural wealth of our country and the large number of common elements that unite us.”

In conclusion to his speech, Mr. Valenzuela Marzo encouraged the present Spanish and African companies to make use of the occasion and explore the numerous opportunities of joint growth, and highlighted the fact that tourism does not only generate development, but also opens people’s minds, makes prejudices disappear and brings together people and cultures.

¹ This coherent economic strategy proposed by the European Union in 2018 looks to substantially boost investment in Africa, strengthen trade, create jobs, and invests in education and skills.

H.E. Ms. María Reyes Maroto Illera, Minister of Industry, Trade and Tourism, Spain

The Minister welcomed everybody present at the opening ceremony. “Today we celebrate the eleventh edition of INVESTOUR. I want to thank UNWTO, IFEMA and Casa África for organizing this Forum. It is an honor as the Minister of Tourism of the Government of Spain to participate for the second consecutive year and to witness such high representation of authorities of the African continent.”

After congratulating the Prime Minister of Ethiopia Mr. Abiy Ahmed for receiving the 2019 Nobel Prize for Peace by resolving the 20 year long conflict with Eritrea, Ms. Reyes Maroto Illera highlighted how INVESTOUR has become one of the most important international forums to reflect and share ideas about the African tourism sector, and that Spain is honored to host such a renowned event.

INVESTOUR has from its conception on always committed to sustainable tourism, by integrating the sustainable development goals. The projects presented at the Forum therefore not only focus on generating prosperity and employment, but also on social cohesion and respect for the environment.

The minister then insisted that tourism is the key to the emergence of a middle class in Africa, but what’s more, it has the ability to empower African youth and women. However, the risks of climate change which threatens the coasts of the continent need to be taken into account and tourism development needs to be sustainable. Adaptation measures to climate change, such as new infrastructure, regeneration of the coastline and diversification of activities, are therefore essential, since inaction will only result in higher costs in the future.

“Spain’s position in the world is an excellent platform for Spanish foreign action, for Spain globally. Spain has a leading tourism sector and is aligned with the objectives of sustainable development. The III Plan for Africa has a prominent place in Spain’s foreign policy, a plan that prioritizes our relationship with a continent full of opportunities. One of the measures that I want to highlight is that of strengthening relations between Spanish and African business organizations and other Spanish and African economic development agents. INVESTOUR is the appropriate forum to carry out this collaboration.”

The Minister also commented on the African Continental Free Trade Agreement (AfCFTA), by stating it is an important advance for regional integration and a first step towards creating the largest unhindered commercial zone in the world. The agreement responds to the immense potential in Africa for collaboration, investment, projects in common with Spanish companies, increasingly present in the continent.

The minister closed by reassuring the Member States that the Government of Spain is committed to working for and with the African continent. “The success of Africa will be the success of the world”.

Mr. Zurab Pololikashvili, Secretary General of the World Tourism Organization (UNWTO)

Marking the end of the opening remarks, the Secretary General of the UNWTO commenced his speech by welcoming H.E. Ronald Chitotela, as well as other distinguished guests and friends in tourism. He then alluded to UNWTO's Agenda for Africa, a topic which had already been advanced by Ms. Elcia Grandcourt.

"Last year, on the occasion of our General Assembly, our Member States unanimously approved UNWTO's Agenda for Africa. This blueprint for the continent sets out our common vision for tourism in Africa and the role it can – and should – play in transforming the lives of millions. It is not a coincidence that we just inaugurated the Decade of Action – ten years to go to fulfill the Sustainable Development Goals laid out in the 2030 Agenda. Now is the time we put ideas into action!"

Similarly to Ms. Grandcourt, he went on to emphasize investment in the African continent as an essential part of the agenda, adding that UNWTO is committed to ensure that member states take the lead in this regard. "I am pleased to say that we are already delivering on our promises. Next month, Côte d'Ivoire will generously host the 1st UNWTO Global Tourism Investment Forum in Africa. This will be a landmark event for the continent and will hopefully be the first of many. I would like to take this opportunity to thank Côte d'Ivoire for their strong partnership, and to all of the other Member States who have signaled their interest in this historic event."

Mr. Pololikashvili then highlighted the first tourism results of the decade, which were indeed very favorable to the African continent, showing a 4% increase in international arrivals across Africa, a growth that looks set to continue in the coming years. He also emphasized the role of creative industries as pull factors to attract visitors (also the topic of the round table), and said that investment in these sectors will pay dividends for the African society as a whole: "Ours is a sector where the benefits truly spread to include the grassroots. Across Africa, tourism is transforming millions of lives - creating jobs, empowering women, and providing children with an education. It is also helping protect Africa's natural and cultural heritage for future generations to enjoy."

On a similar note, the Secretary General then went on to stress the importance of including rural areas in the benefits brought by tourism, which is exactly why UNWTO had designated 2020 as the year of Tourism and Rural Development.

"Today is an excellent platform for identifying opportunities for investment and other possibilities that will help African tourism finally realize its unique potential."

Mr. Pololikashvili concluded his speech by thanking all attendees and wishing them an interesting and fruitful day.

"Ours is a sector where the benefits truly spread to include the grassroots. Across Africa, tourism is transforming millions of lives - creating jobs, empowering women, and providing children with an education. It is also helping protect Africa's natural and cultural heritage for future generations to enjoy."

-Mr. Zurab Pololikashvili, UNWTO Secretary General



1. Signature of the agreement for the UNWTO global tourism investment forum in Africa with Côte d'Ivoire

The first UNWTO Global Tourism Investment Forum in Africa was held in Abidjan, Côte d'Ivoire, from 20 to 22 February 2020. The forum, a joint effort of UNWTO and the Government of Côte d'Ivoire, served as a platform to address crucial questions related to improving the attractiveness of African countries and to stimulate discussions on the growing need for infrastructure (transport, housing, roads, and visas) and the business environment through the establishment of investment codes favoring the investment policies in Africa. The forum brought together private stakeholders as well as public officials to generate lines of action and cooperation in order to facilitate tourism development in Africa.



The agreement for the forum was signed on 23 January 2020 in the framework of INVESTOUR by H.E. Mr. Siandou Fofana, Minister of Tourism and Leisure of Côte d'Ivoire, who stated the following: "Taking into account the fact that we need to continue the work of INVESTOUR on African territory, it would be an honour to host the first UNWTO global tourism investment forum in Africa, in order to show the world the authenticity of the African culture, gastronomy and above all of the African traditions and environment. This is why we would like to thank the Secretary General of the World Tourism Organisation for the support to host the forum from the 20 to the 22 February 2020 on Ivorian territory, in Abidjan, with the purpose of promoting investment in the entire African continent in order to make up for the delay in tourism development we are experiencing compared to the rest of the world."

2. Signature of the agreement for the 63rd UNWTO Commission for Africa with Seychelles

UNWTO, which was planning on holding its 63^d Commission for Africa (CAF) in Victoria, Seychelles, from 25 to 27 March 2020 along with a Forum on Youth for Sustainable Tourism Solutions, was unfortunately forced to postpone the event after consultations with the government of Seychelles due to the global health situation provoked by the COVID-19 virus. However, the signature of the agreement for the hosting of the event took place between Hon. Mr. Didier Dogley, Minister for Tourism, Civil Aviation, Ports and Marine of Seychelles and UNWTO Secretary General Mr. Zurab Pololikashvili.

As it has been the tradition in past editions, the host of the UNWTO Commission for Africa was invited to speak during the opening ceremony of INVESTOUR and highlighted the fact that "African countries should rise to the opportunity in tapping youth actions that stimulate social economic development within our destinations, hereby enabling a future of sustained economic growth in Africa and in doing so, overcome the scorch of poverty that plagues our continent. He ended his speech by taking "this opportunity to express his sincere thanks to "UNWTO Secretary General Mr. Zurab Pololikashvili and Ms. Elcia Grandcourt, the Regional Director of Africa and her dedicated team for the enthusiasm and assistance in organizing the logistics for the upcoming meeting. I thank you all for your kind attention and look forward to welcoming you in our beautiful Seychelles."

ROUND TABLE SESSION

Creative industries and rural tourism development: an African perspective

In contrast to previous editions of INVESTOUR, this year only one round table was programmed. The session combined two highly relevant topics in African tourism: rural areas on one hand, and creative industries on the other. Rural areas have significant human, natural, economic and cultural potential and their development supports regional growth. In Africa, there is significant untapped potential for the development of rural tourism. The diversity of the region's cultures, heritage, social structures and



ecosystems provide the backdrop for unique visitor experiences that are unmatched anywhere else in the world. Generating 1/10 jobs globally in 2019, the tourism sector can provide increased perspectives, notably in rural areas which contain 70% of the developing world's less fortunate people. Culture being the main 'pull factor' which influences visitors' initial decision to travel to destinations in different parts of the world. Though Africa has rich and diverse indigenous cultures, non-material culture has not been fully developed for tourism. The interest in gastronomy and creative industries tourism has grown in recent years alongside its intrinsic promotion of regional identity, economic development and traditional heritage. As a result, creating creative industry and gastronomic products in rural areas requires for strategies be defined to offer products, services and experiences to consumers that allow them to connect with the essence and personality of the destination's culture.

The session was moderated by Ms. Elcia Grandcourt, and included following speakers:

- Hon. Ronald K. Chitotela, Chairperson of UNWTO Africa Commission, Cabinet Minister of Tourism and Arts, Zambia
- Hon. Mr. Lai Mohammed, Minister of Information and Culture, Nigeria
- H.E. Mrs. Memunatu B. Pratt, Minister of Tourism and Cultural Affairs, Sierra Leone
- Mr. Frank Anet, Chef, Côte d'Ivoire
- Ms. Narjisse Dubois, Development Director, Fadila el Gadi
- Ms. Asmaa Kherrati, Co-Founder, Enjoy Agriculture
- Mr. Jose Donoso, Director of the Spanish Association representative of Photovoltaic Energy Industry UNEF
- Mr. Jose Antonio Trueba, Secretary General of Tourism, Paradores of Spain

Mr. Jaime Mayaki, Deputy Director of the Regional Department for Africa, introduced the topic and invited the moderator Ms. Grandcourt and the rest of the panelists on stage. Ms. Grandcourt then opened the Round Table session by wishing the panelists a warm welcome and then went on to present the theme of the round table as follows:

“We have a very broad topic for discussion; creative industries and rural tourism development: an African perspective. Importantly, we need to connect the concept of Creative Industries and Rural Tourism Development with the UNWTO Agenda for Africa - Tourism for Inclusive Growth. Within this, we must ensure that Culture – a pillar of tourism proposition and competitiveness in Africa, is leveraged. Indeed we have seen from the cultural performances this morning and to the diverse traditional attires being worn by many of us how our culture can be exported and showcased to the world. The diversity of Africa’s cultural heritage and its biodiversity offers a unique visitor experience that is unmatched anywhere in the world. And this year as you know UNWTO will be focusing on tourism and rural development.”

- *Hon. Ronald K. Chitotela, Chairperson of UNWTO Africa Commission, Cabinet Minister of Tourism and Arts, Zambia*

The Minister discussed the development of rural areas in Zambia, by highlighting a rural tourism project in the South Luanga region, which has shown excellent outcomes. The Minister spoke about the project model, as well as its impact on the lives of the local communities. Subsequently, he provided insights on what can be done at the institutional level to support young entrepreneurs who are launching tourism initiatives in rural areas.

- *Mr. Jose Donoso, Director of the Spanish Association representative of Photovoltaic Energy Industry UNEF*

Mr. Donoso, who has more than 30 years of experience in the renewable energy sector, was asked to give his point of view on the issue of the general perception that renewable energy is high cost and not easily accessible. This issue was then linked to the context of rural Africa, where access to energy is often restricted. In this regard, Mr. Donoso explained what companies can do to make renewable energy more accessible.

- *Mr. Jose Antonio Trueba, Secretary General of Tourism, Paradores of Spain*

Paradores de Turismo de España is a network of hotel establishments. Some of its core values are the enhancement of the image of Spanish tourism, sustainable development, innovation and technological development, and attention to the traditional gastronomical culture, a model which could be relevant for the African continent in the context of highlighting culture and gastronomy as part of the tourism experience. Against this background, Mr. Trueba presented the history and business model of Paradores, as well as the possibility of replicating the model on the African continent.

- *Ms. Asmaa Kherrati, Co-Founder, Enjoy Agriculture*

Enjoy Agriculture is a startup that develops agro-tourism in Africa by offering personalized packages to travelers on a digital platform. Customers can simultaneously discover the natural beauties of the country and learn sustainable agricultural techniques, gastronomy and local cooking lessons thanks to the partnership with agricultural players. Ms. Kherrati spoke about her journey as a young entrepreneur in the agro-tourism sector, and the possibility of implementing the same tourism formula in other African countries.

- *Mr. Frank Anet, African Chef, Côte d'Ivoire*

Mr. Frank Anet has opened two restaurants in Côte d'Ivoire, and has extensive experience in both international and African gourmet cuisine. His restaurants have won several awards, including the excellence award for Best Young Entrepreneur; recognition by the Ivorian government. Mr. Anet spoke about entrepreneurship in the African gastronomy sector, and shared his views on African cuisine and why it hasn't quite yet obtained the international recognition it deserves. He then went on to discuss how national cuisine can be highlighted and promoted in order to be consolidated as an essential part of the tourism experience.

- *Hon. Mrs. Memunatu B. Pratt, Minister of Tourism and Culture, Sierra Leone*

The Minister of Tourism and Culture of Sierra Leone discussed cultural heritage in the country, and what is being done at the institutional level to guarantee the preservation and promotion of cultural heritage. Furthermore, the Minister elaborated on the importance of training youth to work in the tourism sector, and the approach of Sierra Leone in this regard.

- *Ms. Narjisse Dubois, Fadila El Gadi, African Designer*

Narjisse Dubois is the Development Director for Fadila El Gadi, a Moroccan clothing brand which integrates elements of the local culture. Ms. Dubois shared her perspectives on the relation between African fashion, culture and identity. She depicted her journey and the story of the brand as an example of how African identity can obtain international recognition, and pointed out how fashion can be used to promote the African identity.

- *Hon. Mr. Lai Mohammed, Minister of Information and Culture, Nigeria*

After having discussed several aspects of culture, such as gastronomy and fashion, the Minister of Information and Culture was asked to discuss the Nigerian Film Industry, also known as 'Nollywood', which constitutes one of the main cultural export products of Nigeria. He also shed light on the role of the Nollywood industry in terms of promoting Nigerian culture. On another note, the Minister spoke about the link between local gastronomy and tourism, more specifically about how certain local products and dishes can be promoted and become part of the brand of a country.

H.E. Mr. Ronald K.Chitotela, Chairperson of UNWTO Africa Commission, Cabinet Minister of Tourism and Arts

The Honorary Minister began by saying this was his first time at INVESTOUR, and was very happy with the organization of the event. He also paid tribute to the organizing partners: the Government of Spain through Casa Africa, UNWTO and the host IFEMA.

“Tourism is one of the only industries in the world where the ‘goods’ or ‘services’ are consumed at the point of production. For this reason, local people are both at an advantage to reap the benefits associated with the sector. From our discussion today, I would say we still have a lot of work to do to develop our creative industries and rural tourism for economic development. Because as we have heard today, a well-planned, regulated and responsible tourism can be an excellent mechanism of directing resources from developed areas to rural areas for the economic benefit of our poor population.”

H.E. Mr. Chitotela then stated that African governments will need to increase investment in the creative industry and implement robust institutional frameworks. In addition, they will need to develop skills through technical and vocational training programmes that are specifically relevant to the tourism sector. “I therefore, call upon the captains of industry present here to consider partnering with African Governments in order to unlock this potential.”

The Honorary Minister then proceeded by stressing the fact that Africa is at the crossroads of a unique opportunity: “Therefore, we should all support UNWTO Secretary-General and his vision for Africa through “UNWTO Agenda for Africa - Tourism for inclusive growth” which is a special purpose vehicle to drive investing in people, boosting infrastructure development, shaping better policies and institutions, building resilience, stimulating entrepreneurship, fostering innovation and digitalization, and making sustainable use of rich biodiversity and culture, that will help us unlock and realize the potential of tourism for the continent’s economic growth, while mitigating migration and preserving its rich natural and cultural assets.”

Mr. Zurab Pololikashvili, Secretary General of the World Tourism Organization (UNWTO)

The Secretary General of the UNWTO started his closing speech by thanking everyone for the support and participation, and by expressing his gratefulness towards Mr. Eduardo Lopez-Puertas, Director General of IFEMA & Mr. José Segura Clavell, Director General of Casa África for the partnership with their respective institutions as well as their continuous support of this 11th edition.

He also thanked H.E. Mr. Siandou Fofana, Minister of Tourism of Côte d'Ivoire for his collaboration with INVESTOUR and leadership in regards to the priority focused on tourism investment, which represents one of the key ones of the UNWTO Agenda for Africa - Tourism for Inclusive Growth: "I remember last year when we met on several occasions and lately in Dubai in October 2019 on the occasion of donor's round table by Côte d'Ivoire, we discussed on the huge potential that Africa has and Côte d'Ivoire is very engaged in capitalizing on business opportunities and looking for international investors wishing to invest in the tourism sector. I congratulate you dear minister for this event."

The Secretary General then went on to acknowledge and thank H.E. Mr. Ronald Chitotela, Chairperson of the UNWTO Commission for Africa and Minister of Tourism and Arts of Zambia, as well as all Africa Ministers present.

He then went on to emphasize the essential role of the round table panelist in this edition of INVESTOUR. "Dear Panelists, thank you for your valuable contribution and your expertise is most welcome to discuss key issues such as rural development, the theme of the year. Urbanization in Africa is growing at an incredible pace and tourism can make a difference in rural development by creating job opportunities for the youth and communities"

PROJECT PROPOSAL PRESENTATIONS

The second session of INVESTOUR, which constituted of the Project Proposal Presentations, a new component to the INVESTOUR program, was held after the respective Networking Cocktail and Ministerial Lunch, from 15:00 to 17:15 in *the Auditorio Sur* of the South Convention Centre of IFEMA. Registration took place from 15:00 to 15:15.

The Project Proposal Presentations constitute a new format which was launched to connect project owners with potential investors, and aimed to replace the traditional B2B sessions. The main reason leading to this change was the unsatisfactory results of the B2B sessions, despite many adaptations year after year.

Project owners were encouraged to submit their projects through the Jotform website or email. Participants were requested to give a detailed description of their project including the overall budget, investment range, action plan, and its contribution to the Sustainable Development Goals. The main difference with the B2B sessions was the decision to make a selection of about 10 projects out of all submissions, and have them presented in front of an audience including several international investors.

All submitted projects were screened through a range of carefully established criteria, such as:

- Supporting documents provided:
 - Business plan
 - Feasibility study
 - Calendar of activities
 - Detailed financial overview
 - Land titles
- Scale of the project
- Endorsement by High Authorities

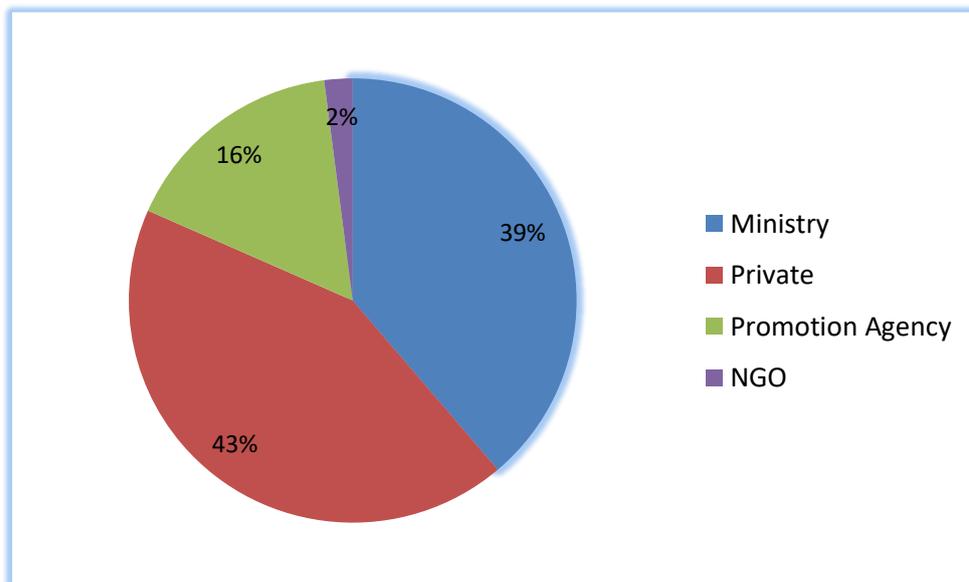
Projects containing more supporting documentation were more likely to be preselected for the presentations. As for the scale of the project, priority was given to large scale projects, which are more likely to attract investors. On the same note, projects that were endorsed by the High Authorities from their country were given preference.

PROJECTS RECEIVED

A total of 52 projects were submitted. The geographical distribution of the projects was very diverse and projects were received from the following countries:

- Algeria (1)
- Burkina Faso (1)
- Cameroon (5)
- Central African Republic (1)
- Comoros (2)
- Côte d'Ivoire (2)
- Democratic Republic of Congo (5)
- Ghana (1)
- Madagascar (3)
- Mali (1)
- Mauritania (1)
- Niger (1)
- Nigeria (1)
- Rwanda (1)
- Senegal (8)
- South Africa (5)
- Togo (1)
- Tunisia (2)
- Uganda (1)
- Zambia (6)

The projects received were a mix of public and private initiatives, in majority promoted by the Ministries of Tourism of the countries concerned.



Following an extensive analysis of the projects based on the aforementioned criteria, 16 projects were shortlisted for presentation.

From the 16 shortlisted projects, the following 11 were able to present the day of INVESTOUR. The catalogue of the presenting projects was published on the INVESTOUR website.

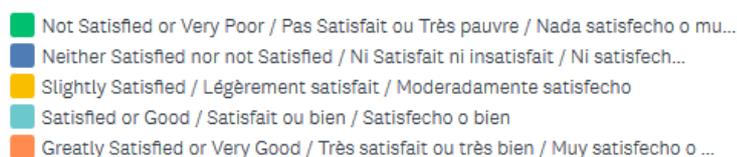
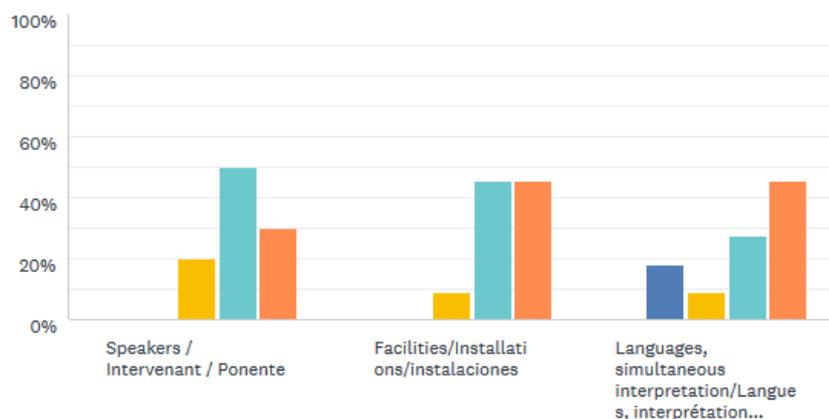
Côte d'Ivoire	<ol style="list-style-type: none"> 1. <i>Azagny Ecohotel and Excursion Boat</i>, presented by Mr. Diomande Mamadou, CTE Voyages & Tourisme 2. <i>Projects from the Ministry of Tourism and Leisure of Côte d'Ivoire</i>, presented by Mr. Daniel Andi
Comoros	<ol style="list-style-type: none"> 3. <i>A new tourism destination in the Indian Ocean</i>, presented by Mrs. Marie Attoumane, National Director of Tourism, Ministry of Economy, Investments, Energy in charge of Economic Integration, Tourism and Handicrafts of Comoros
Democratic Republic of Congo	<ol style="list-style-type: none"> 4. <i>Wild Bonobo Visit</i>, presented by Mr. Thomas Porsperger, Excel Voyages
Senegal	<ol style="list-style-type: none"> 5. <i>Mbodiene, Delta, Kafountine, Abene</i>, presented by Mr. Aliou Sow, SAPCO Senegal
South Africa	<ol style="list-style-type: none"> 6. <i>Hole in the Wall Development</i>, presented by Mr. Ntakuseni Mudau, Deputy Director: Investment Promotion, Department of Tourism 7. <i>Nonoti Beach Resort</i>: presented by Ms. Thokozani Chili, Project Manager, Investment Promotion Trade and Investment KwaZulu-Natal 8. <i>Durban Point Waterfront</i>: presented by Ms. Thokozani Chili, Project Manager, Investment Promotion Trade and Investment KwaZulu-Natal
Zambia	<ol style="list-style-type: none"> 9. <i>Kafue National Park Ecotourism Development Project</i>, presented by Mr. Reuben Zulu, Director of Tourism, Ministry of Tourism and Arts of Zambia 10. <i>Livingstone Convention Centre and Hotels</i>, presented by Mr. Reuben Zulu, Director of Tourism, Ministry of Tourism and Arts of Zambia 11. <i>National Park Luxury Hotel Project</i>, presented by Mr. Reuben Zulu, Director of Tourism, Ministry of Tourism and Arts of Zambia

GRADE OF SATISFACTION

In the aftermath of the XI edition of INVESTOUR, a survey was sent out to participants in order to assess the grade of satisfaction.

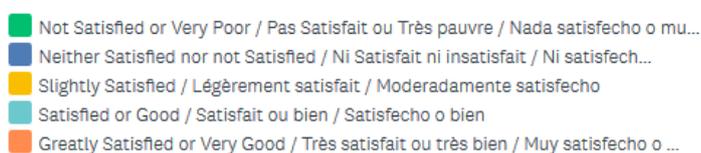
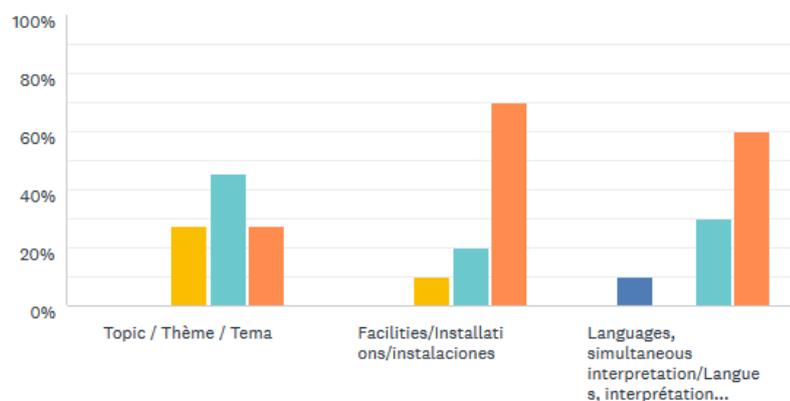
- ### Opening ceremony

In general, most respondents were either satisfied or greatly satisfied with the various aspects of the opening ceremony. However, there was a small number of participants (18%) who were neither satisfied nor dissatisfied with the interpretation services.



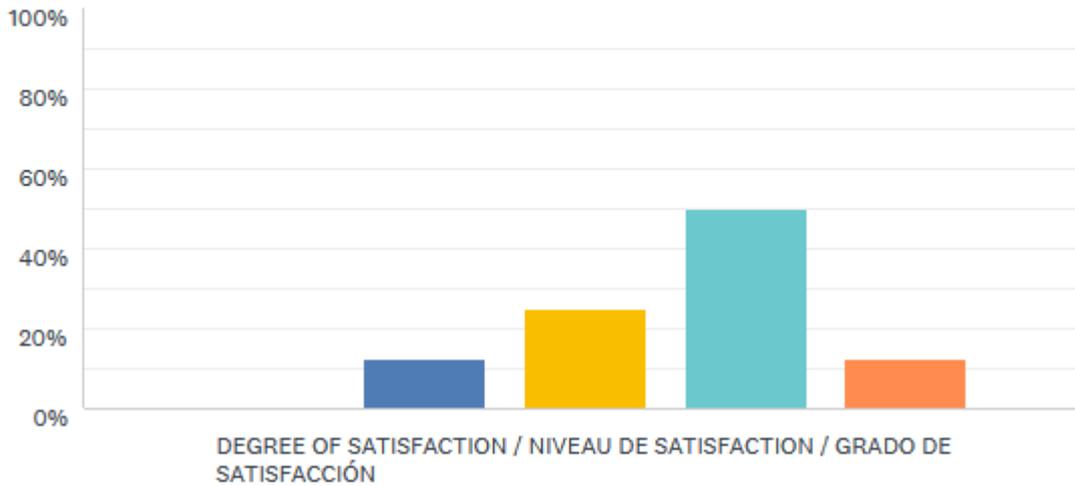
- ### Round table

All respondents were satisfied with the theme of the Round Table presentation: “Creative industries and rural tourism development: an African perspective”. Similarly, all respondents were satisfied with the facilities of the Round Table Session, with the majority (70%) indicating “greatly satisfied”. As for the simultaneous interpretation, 90% was satisfied or greatly satisfied, whereas 10% was not satisfied



- **Project Proposal Presentations**

The impressions of the Project Proposal Presentations were generally positive, with only a bit over 10% indicating “neither satisfied nor dissatisfied”.

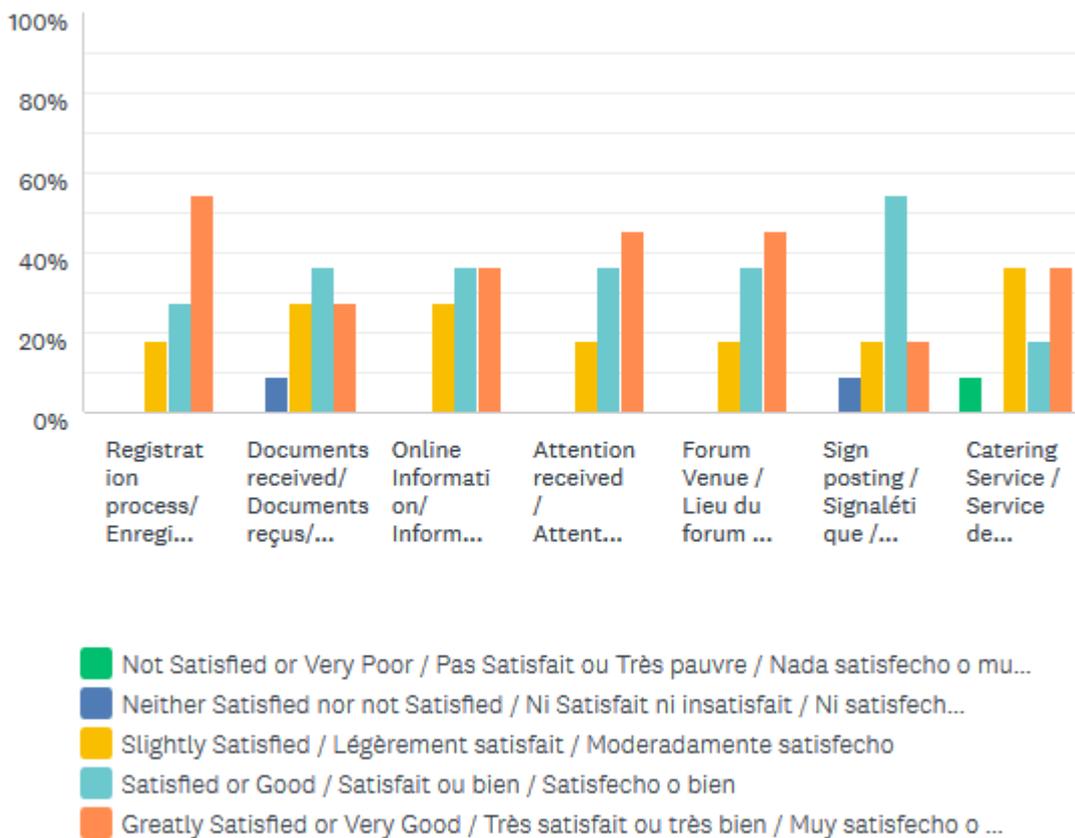


- Not Satisfied or Very Poor / Pas Satisfait ou Très pauvre / Nada satisfecho o mu...
- Neither Satisfied nor not Satisfied / Ni Satisfait ni insatisfait / Ni satisfech...
- Slightly Satisfied / Légèrement satisfait / Moderadamente satisfecho
- Satisfied or Good / Satisfait ou bien / Satisfecho o bien
- Greatly Satisfied or Very Good / Très satisfait ou très bien / Muy satisfecho o ...

- **Secretariat**

As indicated in the below graphic, the responses regarding the technical secretariat were mostly positive. Respondents were particularly satisfied with the registration process (55% very good, 27% good, 18% slightly satisfied), which is proof of the functionality of the new registration system (badges are issued per category and not by name).

Participants of the survey also highlighted the available online information, as well as the attention received from the secretariat. The new venue of this edition also scored very well with respondents. Responses were slightly more mixed for received documents (9% neither satisfied nor unsatisfied), sign posting (9% neither satisfied nor unsatisfied) and catering service (9% very poor).



GENERAL IMPRESSIONS FROM PARTICIPANTS



"The topics discussed were interesting ... Africa has real potential in terms of rural and gastronomic tourism. The holding of this round table should allow us to make progress in these tourism sectors."



"Nothing to report! Very nice organization. Thank you for your contribution to the development of Africa."



"Being the first time, it was really exposing and it can only be better in the future"



"Great experience overall Maybe having some speed networking session or a presentation session to connect people with common interest and help foster a community.. »



"Thank you, I hope to be present for the next editions."

SPECIAL THANKS

For the eleventh edition of INVESTOUR, the forum received the support of several sponsors whose contribution helped with the realization of the event. Their kind support and generosity added to the success of the forum. The organizers of INVESTOUR would like to reiterate their appreciation and extend their warm thanks to the sponsors of the eleventh edition of INVESTOUR.

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MINISTERS AND HEADS OF DELGATIONS AT INVESTOUR 2020

LIST OF MINISTERS AND HEADS OF DELEGATIONS PRESENT AT INVESTOUR 2020

Number	Country	Title
1	Angola	Exmo Sr. José Guerreiro Alves Primo, SECRETÁRIO DE ESTADO DO TURISMO
2	Burkina Faso	M. Samuel Garane, Directeur général du tourisme Ministère de la culture et du tourisme
3	Cabo Verde	H.E. Dr. Carlos Jorge Duarte Santos, Minister of Tourism and Transport
4	Comoros	H.E. Mr. Houmed M'SAIDIE, Minister of Economy, Investment, Energy; in charge of Economic Integration, Tourism and Handicrafts
5	Côte D'Ivoire	H.E. Mr. Siandou Fofana, Minister of Tourism and Leisure
6	Democratic Republic of Congo	S.E. Mme. Louise Nzanga Ramazani Ambassadeur de la République démocratique du Congo
7	Equatorial Guinea	Sra. Catalina Martinez Asumu, Secretaria de Estado encargada de Turismo
8	Gabon	S.E.M. Patrick Arthur MOUKALA, Ambassadeur du Gabon près le Royaume d'Espagne
9	Gambia	H. E. Mr. Hamat Bah, Minister for Tourism and Culture
10	Ghana	Hon. Mrs.Barbara Oteng – Gyasi, Minister of Tourism, Arts & Culture
11	Guinea	S.E.M. Paul Goa ZOUMANIGUI, Ambassadeur de Guinée en Espagne
12	Guinea-Bissau	S.E. M. Paulo da Silva Ambassadeur de Guinée-Bissau en Espagne
13	Mauritania	H.E. Mr. Mahmoud Sid Ahmed, Minister of Commerce and Tourism
14	Mozambique	Excmo. Sr. Jose Antonio Alberto Matsinha, Embajador de Mozambique en España
15	Nigeria	Hon. Mr. Lai Mohammed, Minister of Information and Culture
16	Senegal	H.E. Mr. Alioune Sarr, Minister of Tourism and Air Transport
17	Seychelles	Hon. Mr. Didier Dogley, Minister for Tourism, Civil Aviation, Ports and Marine
18	Sierra Leone	Hon. Mrs. Memunatu B. Pratt, Minister of Tourism and Culture
19	South Africa	H.E. Mr. Amos Fish Mahlalela, Deputy Minister of the Department of Tourism of the Republic of South Africa
20	Sudan	H.E Dr.Girham Abdelgadir Demin - Undersecretary of the Ministry of Culture, Tourism and Antiquities of Sudan
21	Zambia	Hon. Ronald K.Chitotela, Chairperson of UNWTO Africa Commission, Cabinet Minister of Tourism and Arts

11 Ministers and 10 heads of delegations

Ministers from UNWTO Middle East Member States

Number	Country	Title
1	Egypt	H.E. Ms. Ghada Shalaby, Vice Minister for Tourism Affairs- Ministry of Tourism and Antiquities, Arab Republic of Egypt

PROGRAMME

OPENING CEREMONY²

- | | |
|---------------|--|
| 08:30 – 09:30 | Registration |
| 09:30 – 10:30 | Official Opening Ceremony <ul style="list-style-type: none">➤ <i>Dance performance</i>➤ <i>Welcome Remarks by Master of Ceremony- Ms. Grandcourt Elcia, Director of the department for Africa (UNWTO)</i>➤ Mr. Clemente González Soler, Chairman of the Executive Committee, IFEMA➤ Mr. José Segura Clavell, Director General of Casa África➤ Mr. Fernando Valenzuela, Secretary of State of Foreign Affairs of Spain➤ D^a. María Reyes Maroto Illera, Minister of industry, trade and tourism, Spain➤ Mr. Zurab Pololikashvili, Secretary-General of UNWTO➤ Official photo |
| 10:30-11:30 | Presentations: <ul style="list-style-type: none">➤ UNWTO global tourism investment forum in Africa – Côte d’Ivoire➤ 63rd UNWTO Commission for Africa – Seychelles➤ Steward Health Care International➤ ATLANTUR- INFECAR |
| 11:30 – 11:45 | Coffee break <ul style="list-style-type: none">➤ <i>Dance performance</i> |

ROUND TABLE³

- | | |
|-------------|--|
| 11:45-13:15 | Creative industries and rural tourism development: an African perspective |
|-------------|--|

Rural areas have significant human, natural, economic and cultural potential and their development supports regional growth. In Africa, there is significant untapped potential for the development of rural tourism. The diversity of the region’s cultures, heritage, social structures and ecosystems provide the backdrop for unique visitor experiences that are unmatched anywhere else in the world. Generating 1/10 jobs globally in 2019, the tourism sector can provide increased perspectives, notably in rural areas

² at Auditorio Sur – IFEMA, Feria de Madrid (planta -2 Entrada Sur, Edificio de Oficinas)

³ at Auditorio Sur – IFEMA, Feria de Madrid (planta -2 Entrada Sur, Edificio de Oficinas)

which influences visitors' initial decision to travel to destinations in different parts of the world. Though Africa has rich and diverse indigenous cultures, non-material culture has not been fully developed for tourism. The interest in gastronomy and creative industries tourism has grown in recent years alongside its intrinsic promotion of regional identity, economic development and traditional heritage. As a result, creating creative industry and gastronomic products in rural areas requires for strategies be defined to

offer products, services and experiences to consumers that allow them to connect with the essence and personality of the destination's culture.

Against this backdrop, this session of the roundtable will address the following:

- Implementing an institutional framework in order to manage rural tourism development in an efficient and sustainable way
- Encouraging skills development and training to improve service skills and create employment
- Fostering the creation and development of products and of gastronomy tourism experiences associated with the potential of a destination
- Defining and adopting a plan to promote and support the marketing of gastronomy tourism and creative industry products with the participation of all agents in the sector
- How gastronomy tourism and creative industries can serve as tools to contribute to the Sustainable Development goals
- Building linkages with other rural activities

MODERATOR: Ms. Elcia Grandcourt, Director, UNWTO Regional Department for Africa

PANELISTS:

- H.E. Hon. Ronald K.Chitotela, Chairperson of UNWTO Africa Commission, Cabinet Minister of Tourism and Arts, Zambia
- Hon. Mr. Lai Mohammed, Minister of Information and Culture, Nigeria
- Hon. Mrs. Memunatu B. Pratt, Minister of Tourism and Culture, Sierra Leone
- Mr. Frank Anet, African Chef, Côte d'Ivoire
- Ms. Narjisse Dubois, Development director, Fadila el Gadi
- Ms. Asmaa Kherrati, Co-Founder, Enjoy Agriculture
- Jose Donoso, Director of the Spanish Association representative of Photovoltaic Energy Industry UNEF
- Mr. Jose Antonio Trueba, Secretary General of Tourism, Paradores of Spain

13:15-13:30

Closing remarks

- H.E.Mr. Ronald K.Chitotela, Chairperson of UNWTO Africa Commission, Cabinet Minister of Tourism and Arts
- Mr. Zurab Pololikashvili, Secretary-General of UNWTO

LUNCH

13:30 – 15:00 Networking Cocktail offered by INVESTOUR to the participants⁴

13:30 – 15:00 Ministerial Lunch– By Invitation only

PROJECT PRESENTATIONS SESSION⁵

15:00 – 15:15 Registration

15:15 – 17:15 Project Presentations (by invitations only)

⁴ Vestíbulo Auditorio Sur

⁵ at Auditorio Sur – IFEMA, Feria de Madrid (planta -2 Entrada Sur, Edificio de Oficinas)

PROFILE OF PANELISTS

1. H.E. Hon. Ronald K.Chitotela, Cabinet Minister of Tourism and Arts, Zambia

Hon. Ronald K. Chitotela, MP. is a Zambian seasoned politician and Member of Parliament for the current ruling party the Patriotic Front (PF) Party. Hon Chitotela was transferred to the Ministry Tourism and Arts portfolio in July 2019 after having served as Minister of Works and Supply and later as first Minister of Housing and Infrastructure Development when it was created in 2016. Before assuming full ministerial position Hon Chitotela served as Deputy Minister in the Ministries of Labour and Social Security and the Ministry of Youth and Sport respectively. Hon Chitotela's vision for the tourism sector in Zambia is to develop the sector to its full potential via the promotion of sustainable tourism for the benefit of all Zambians especially locally communities who the custodians of main tourism products.

2. Hon. Mrs. Memunatu B. Pratt, Minister of Tourism and Culture, Sierra Leone

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

3. Hon. Mr. Lai Mohammed, Minister of Information and Culture, Nigeria

Alhaji Lai Mohammed is Nigeria's Minister of Information and Culture, a position he assumed since 2015. He is a Lawyer, Public Relations Practitioner and Politician. Alhaji Lai Mohammed's political career has spanned almost 30 years, during which he has functioned in many capacities, most notably as Nigeria's main opposition spokesman for more than 10 years until 2015, when his party, the All Progressives Congress (APC), defeated the then ruling People's Democratic Party (PDP). He also is the author of a book, 'Witness To History', and has won numerous awards, including the Leadership Newspaper's Politician of The Year (2008/2012), Vivian Fowler Memorial College Role Model of The Year (2013) and Honorary Doctorate from Achiever's University in Nigeria.

4. Jose Donoso, Director of the Spanish Association representative of Photovoltaic Energy Industry UNEF

José Donoso has been working in the Renewable Energy Sector for more than 30 years. He gained elaborate experience as a Development Director in the wind energy industry, and is currently General Director of UNEF (Spanish Photovoltaic Energy Association).

He is also president of the Spanish Photovoltaic Technology Platform (Fotoplat) and member of the Advisory Board of the Electricity Market Organization (OMEL). At international level, he is member of the Task 1 of the International Energy Agency and Elected President of the Global Solar Council.

5. Jose Antonio Trueba de Miguel, Secretario General – Paradores de Turismo de España

Jose Antonio Trueba de Miguel is the Secretary General of Paradores de Turismo de España since 2018. He started his career as the Director of Administration of FCC Construcción and subsequently accumulated 14 years of experience as the Financial Director of Schneider Electric.

PARADORES DE TURISMO DE ESPAÑA, S.M.E.S.A., established 90 years ago, aims to be a network of hotel establishments based on a comprehensive, differentiated, accessible and personalized quality service, committed to the natural, economic and historical environment.

Some of its core values are the enhancement of the image of Spanish tourism, sustainable development, innovation and technological development, and attention to the traditional gastronomical culture.

6. Ms. Asmaa Kherrati, Co-Founder, Enjoy Agriculture

Enjoy Agriculture is a startup that develops agro-tourism in Africa by offering personalized packages to travelers on a digital platform. Customers can simultaneously discover the natural beauties of the country and learn sustainable agricultural techniques, gastronomy and local cooking lessons thanks to the partnership with agricultural players. The first initiative of its kind in Senegal, Enjoy Agriculture offers its customers a unique experience in rural areas by fully immersing themselves in local agricultural culture.

7. Frank Anet, African Chef, Côte d'Ivoire

Frank Anet began working part-time in his father's restaurants during the school holidays, from the age of 14. He left to discover the United States, where he met his partner Christelle. Together they opened several restaurants, first in Atlanta, then two in Côte d'Ivoire: the first one, Norima, offers American cuisine; the second one,

Saakan, modern African cuisine). In 2016, they open Mondial; a semi-gourmet restaurant of international cuisine. In March 2017, at the Abidjan Restaurant Awards, Saakan won the Award for Best Service, Best African Cuisine and of Restaurant of the Year. Norima was rewarded in turn with the title of Best American Restaurant. In the same year, they also received the excellence award for Best Young Entrepreneur; recognition by the Ivorian government.

8. Ms. Narjisse Dubois, Fadila El Gadi, African Designer

Narjisse Dubois is the Development Director of Fadila El Gadi's brand. After working for a few years with startups in Madrid, it made sense for her to bring those skills and knowledge back home to help out with the family business. Not only is she passionate about Moroccan culture and patrimony but she also makes it a point of honor to preserve and promote it internationally.

MEDIA COVERAGE

Investour reúne en Fitur 13 proyectos para el desarrollo de África

EXPRESO - 20.01.2020



El XI Foro de Inversiones y Negocios Turísticos en África, INVESTOUR, reúne el 23 de enero en FITUR, la Feria Internacional del Turismo, 13 grandes proyectos para el desarrollo del continente africano.

Cinco de ellos se sitúan en la República Democrática del Congo y se centran en el apoyo del ecoturismo en torno al bonobo salvaje; el desarrollo del parque zoológico del Valle de la N'sele; el del Parque Nacional de Kundelungu; el de la reserva y finca de caza de Bombo Lumene; y el de Isla Mateba.

Otros tres proyectos se sitúan en Zambia: el impulso al ecoturismo en el Parque Nacional Kafue; la construcción del Centro de Convenciones y Hoteles Livingstone; y la de un hotel en el Parque Nacional de South Luangwa.

Dos en Sudáfrica: el desarrollo del Agujero en la pared, una atracción natural emblemática; y el de un hotel en el complejo playero Nonoti.

Otros dos en Túnez, centrados en el Hotel Sidi Bou Saïd y el Puerto público de Sidi Bou Saïd.

Y uno en Costa de Marfil: el establecimiento de un ecohotel y un barco de excursión en Azagny.

INVESTOUR, que se celebra en el marco de FITUR, está organizado conjuntamente por la Organización Mundial del Turismo, OMT, Casa África y FITUR.

El foro representa una plataforma inclusiva para reunir en un mismo espacio a responsables políticos, inversores en busca de oportunidades de negocio en el mercado africano y emprendedores deseosos de iniciar nuevos proyectos.

Expreso. Redacción. A.F

Lai Mohammed Woos Investors To Nigeria's Creative Industry

Friday, January 24, 2020 9:47 am



The Hon. Minister of Information and Culture, Alhaji Lai Mohammed (Fourth from right), serving as a panellist at the 11th Tourism Investment and Business Forum for Africa (Investour) in Madrid, Spain, on Thursday



The Hon. Minister of Information and Culture, Alhaji Lai Mohammed (first from left), with other African Ministers at the 11th Tourism Investment and Business Forum for Africa (Investour) in Madrid, Spain, on Thursday

The Minister of Information and Culture, Alhaji Lai Mohammed, has urged investors to take advantage of the burgeoning opportunities in the nation's Creative Industry, which he described as the fastest growing sector of the nation's economy, in terms of business opportunities, employment, earnings and entertainment.

The Minister made the pitch at the 11th Tourism Investment and Business Forum for Africa (Investour), which was held on the sidelines of the ongoing International Tourism Trade Fair (FITUR) in Madrid, Spain, on Thursday.

He said the sector currently employs about 1 million people, directly and indirectly, and has the potential to employ millions more, with the much-needed investment.

"Nollywood, for example, is not just about entertainment. It is also a major driver of economic growth and job creation, especially for youths and women," Alhaji Mohammed said. "With over 2,000 movies produced annually, the opportunities are immense for wealth and job creation."

He said though the growth in the area of cinemas, for example, has been impressive, it is yet a tip of the iceberg.

"In 2014, Nigeria had just 23 cinemas, 100 screens and three digital platforms. By 2018-2019, the cinemas have grown to 51, the screens to 184 and the digital platforms to five. Now, this is just a tip of the iceberg, considering that 6,000 screens and 1,000 cinemas are required to serve the Nigerian population of about 200 million people," the Minister said.

He said the potential impact of such growth includes the creation of additional 1 million jobs and a GDP growth contribution of 3 to 5 per cent.

Alhaji Mohammed, who served as a panellist at the event, said the nation also boasts of a very vibrant and popular music industry which not only reflects her cultural richness, but has over the years translated into international recognition and acceptance.

"The Nigeria music revenue grew from about \$36 million in 2014 to \$53 million in 2018 and is projected to hit \$86 million in 2021, making it the biggest in the region," he said, noting that a chunk of the figure comes from digital music consumption, an area of the market which significantly boosted the industry in Nigeria and paved the way for local artists to thrive.

In the area of fashion, the Minister put the earnings at over N4 trillion of Nigeria's re-based GDP (National Bureau of Statistics, 2018), and described arts and crafts as another growing area of the Creative Industry.

He said with a rich food diversity, Nigeria could also leverage on gastronomy to grow its tourism and create job, especially for women who, he said, dominate the sector.

"It offers opportunities for communities to integrate tourism and local food systems in order to promote economic activities. Gastronomy tourism contributes positively to many levels of the tourism value chain, such as agriculture and local food manufacturing and provides a platform for the promotion of cultures through their cuisine," Alhaji Mohammed said.

INVESTOUR 2020 ON SOCIAL MEDIA



IFEMA @feriademadrid · Jan 23

En **#INVESTOUR** de @fitur_madrid intervienen @pololikashvili, Secretario General de la @UNWTO; @MarotoReyes, Ministra de @mincoturgob; @elopezpuertas Director de IFEMA, José Segura Clavell, Director de @Casafrica y @SEAEXValenzuela, Seretario de Estado de @MAECgob.

#FITUR2020



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#VoyagesAfric @VoyagesAfric · Jan 23

#VoyagesAfric #FITUR2020 #Investour Pictures from the 11th #Investour ongoing at @fitur_madrid



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WHY TENERIFE? @WhyTenerife · Jan 27

#Tenerife has been taking part in the #Investour Forum, coinciding with the International Tourism Fair #FITUR2020. A unique occasion to share investment and business opportunities in Africa, since many companies operating in #Africa are managed from our island 📍 #WhyTenerife

Cabildo de Tenerife @CabildoTenerife · Jan 23

La consejera delegada de @AccionExterior, @AlvarezLiskel, ha participado en el Forro #Investour en el marco de #FITUR2020, un espacio con el objetivo de favorecer conversaciones sobre oportunidades de inversión y de negocio en África.

+ Info

diariodetenerife.info/liskel-alvarez...



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Spain MFA  @SpainMFA · Jan 23 

State Secretary for Foreign Affairs @SEAEXValenzuela has participated today in the 11th #Tourism Investment and Business Forum for #Africa (#INVESTOUR), held in @feriademadrid as part of #FITUR2020 and organized jointly by the @UNWTO, @fitur_madrid and @Casafrica.



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