



**TOURISM INVESTMENT FORUM FOR AFRICA – INVESTOUR**  
 FITUR (IFEMA), North Entrance  
 Madrid, Spain, 19 January 2012

**PROVISIONAL PROGRAMME**

**First session - Room N104**

**9.00 – 9.30**

**Registration for morning and afternoon sessions**

**9.30 – 10.30**

**Official Opening**

- Introduction Mr. Ousmane Ndiaye, Regional Director UNWTO Programme for Africa
- Mr. Luis Eduardo Cortés, Chairman of the IFEMA Executive Committee
- Mr. Ricardo Martínez Vázquez, Director General, Casa África
- Mr. Nyamajeje Calleb Weggoro, Director Productive Sector, East African Community (EAC) Secretariat
- CEMAC Representative
- Middle East Ministers' Representative
- Mr. Taleb Rifai, UNWTO Secretary-General

**Official signing of the Agreement between Tunisia and UNWTO for the organization of the Conference on Tourism in the Mediterranean, Djerba, April 2012**

**10.30 – 10.45**

**Coffee break**

**10.45 – 12.30**

**Moderator: CEMAC Commission Representative**

- 10.45 – 11.30 **Tourism in Africa: Trends and new challenges** – Mr. Frédéric Pierret, UNWTO Executive Director
- 11.30 – 12.00 **Instruments of Finance for the internationalization of Spanish enterprise in Africa** – Mr. Francisco Javier Álvarez Casanova, Deputy Director for African, Mediterranean and Middle-East countries, Secretary of State for Trade
- 12.00 – 12.30 Debate
- 12.30-13.45 Moderator: EAC Secretariat Representative**
- 12.30 – 13.15 **Presentation of two success stories:**  
**East Africa-** Mr. Gabriel González, Kobo Safaris, Eastern and Southern Africa  
**Central Africa-** Mrs. Asmaou Doudou, Seriac, Cameroon
- 13.15 – 13.45 Debate
- 13.45 – 14.00 Introduction to the second session (B2B)** – Mr. Ernesto Yáñez, Manager, Proexca
- 14.00 – 15.00 Cocktail offered by INVESTOUR to the participants**
- 14.00 – 15.00 Luncheon for the African and the Middle East Tourism Ministers offered by IFEMA and UNWTO**

**Second session (15.30 – 19.30) Room N105-106**

**Meetings B2B (Business to Business)**

Each African participant will be provided with a desk to receive the Spanish counterparts on a prearranged meeting schedule, on the basis of the information provided in the registration form. 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.*