

2021 AFRICA TOURISM LEADERSHIP FORUM AND AWARDS

WITH **RWANDA TOURISM WEEK**

THEME:

Harnessing intra-Africa travel for innovative recovery in Africa's travel and tourism sector.

DATE: 24 - 26 November 2021

VENUE: Kigali Serena Hotel



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Message from UNWTO

“Harnessing intra-African travel for innovative recovery in Africa’s travel and tourism sector”

Tourism is a key driver for socio-economic progress in Africa as it represents the leading sector which drives the attainment of the aspirations and the ambitions of the Agenda 2063 inspired by the spirit of Pan Africanism, development, political steadiness, social and economic independence.

Tourism and air transport sectors are inextricably linked and constitute essential engines of trade and socio-economic growth for the African continent. The increased connectivity that air transport delivers is at the heart of tourism development and leads to further investment in both sectors creating a healthy cycle of economic development.

Tourism demand is very sensitive to economics, security, political stability, natural disasters, and global health emergencies, as

shown with the COVID-19 pandemic. The global health and economic crisis has pointed out the vulnerability of the tourism sector, especially in the Africa region which heavily relies on international and overseas markets. Domestic and regional tourism deem thus crucial to boost the economy of the continent in the post-recovery phase as major sources of wealth to be leveraged in order to revamp the sector and make it more resilient than before.

To this end, concerted actions and commitment from all the Member States will be key to curb current and future impacts of the pandemic, strengthen cooperation and emerge stronger. Africa needs a proactive leadership from all the countries of the continent so as to improve crisis management strategies, enhance regional coordination mechanisms and encourage mutual learning across regions.

The Covid-19 pandemic thus provides us with a unique opportunity for the African continent to question regional and domestic tourism sector, rethink a new start and review unsustainable practices.

In this regard, the UNWTO Agenda for Africa – Tourism for Inclusive Growth, the roadmap and strategic framework aimed at unlocking



Elcia Grandcourt

*Regional Director for Africa /
UNWTO*

Africa's tourism potential towards inclusive and sustainable development, places travel and visa facilitation as a core priority to be achieved in order to foster connectivity and advance seamless travel as well as enhanced movement of people across the continent.

Also, the collaborative efforts between UNWTO and international and regional partners, such as ICAO, IATA and AFRAA, aim to explore joint initiatives with the purpose of strengthening the relationship between the aviation and tourism sectors so as to restore traveller confidence and accelerate the recovery of our industry.

"Domestic and regional tourism deem thus crucial to boost the economy of the continent in the post-recovery phase"

Finally, innovation, technology and digitalization will play a fundamental role in tackling the unprecedented challenges posed by the COVID-19 pandemic and in coping with the renewed global context brought by the crisis for the evolution process of the tourism sector by creating new and innovative tourism products and experiences.

By harnessing the potential of social media communication channels and digital platforms, Africa faces itself with the unprecedented occasion to showcase its unique selling points and advocate for its own continental brand which will allow the region to enhance its overall image and shift the narrative around the continent by sharing powerful and impactful stories

Message from ATP

Welcome to Africa Tourism Leadership Forum 2021 & Awards with Rwanda Tourism Week.

Africa Tourism Partners (ATP) is a UNWTO Distinction Award winner and Pan-African tourism development and strategic destination marketing advisory firm. We specialise in strategy formulation, master planning and strategic marketing development in the travel, tourism, hospitality, aviation and golf sub-industries. The firm leverages the expertise it has established over many years of experience, global strategic partners and global networks to execute impactful and uniquely designed programs with measurable outcomes.

We are privileged and proud to continually strive to accelerate Pan-African tourism sector collaboration, innovation and Thought Leadership through our annual Africa Tourism Leadership Forum and Awards (ATLF), Youth in Tourism Innovation Summit

and also for sustained growth in intra-Africa travel and tourism development across Africa. Also, we congratulate all short listed nominees for the Africa Tourism Leadership Awards 2021. You are all winners in diverse ways. Well done for making it to the top 3 in your respective categories and being a special game-changer in our sector.

Finally, we wish to express our gratitude to our sponsors, host destination, supporting partners for working hard for this event to remain a successful leading and flagship tourism event on the continent over the past four years - Accra (Ghana 2018), Durban (South Africa 2019) and Kigali (Rwanda in 2020 & 2021). We appreciate your support and working relationship that has allowed ATLF & Awards to grow from strength to strength annually since inception in 2018.



Welcome to this great Pan-African gathering and platform for policy-makers, business men and people joining us physically or virtual use exploit 2021 ATLF and Awards with Rwanda Tourism Week to network, do business, learn, share knowledge and advocate intra-Africa travel.

We wish you all a very fruitful ATLF 2021 & Awards. Enjoy Kigali! We look forward to meeting again in 2021.

Kwakye Donkor

*Chief Executive Officer /
Africa Tourism Partners*

Count on 35 years of seasoned tourism and hospitality experience, delivered by passionate experts providing tailored solutions for every client.

We appreciate that clients want to partner with an adviser who knows their business and understands the broader operating environment. Founded on strong, lasting relationships, at BDO, we are committed to what drives our clients and their businesses.

Our customised solutions delivered by our teams of exceptional people include:

- ▶ Feasibility studies, market analysis, financial evaluations and business plans
- ▶ Project conceptualisation, planning, implementation and appraisal
- ▶ Valuations & due diligence
- ▶ Market research
- ▶ Strategy formulation & reviews
- ▶ Economic impact studies
- ▶ Quality assessment and grading

Clients trust our people to deliver the quality of service expected from a leading global professional services firm, with a personal and tailored approach.

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About Event

AFRICA TOURISM LEADERSHIP FORUM

Africa Tourism Leadership Forum (ATLF) is a Pan-African dialogue platform. The forum will bring together 100 key stakeholders from across Africa and 200 from Rwanda's Africa's travel, tourism, hospitality and aviation sectors to network, share insights, and devise strategies for intra-Africa travel and tourism growth across the continent, whilst enhancing the brand equity of "Destination Africa".

Since inception in 2018, ATLF has been hosted by the Ghana Tourism Authority and Ghana Ministry of Tourism, Arts and Culture (2018), Tourism KwaZulu-Natal and South African Tourism and Kwazulu-Natal Government (2019) and Rwanda Development Board and Rwanda Convention Bureau with the support of Mastercard Foundation. The event is supported by the UNWTO, NEPAD, Mastercard and many other international organisations, private sector entities and national tourism organisations.

ATLF WITH RWANDA TOURISM WEEK

In joint efforts, the Rwanda Chamber of Tourism and Africa Tourism Partners will together host the first ever Rwanda Tourism Week, bringing together the Africa Tourism Leadership and Rwanda Tourism Week exhibition under one roof.

The Conference and Exhibition will take place on the 24th to 26th of November 2021.

Target Audience

WHO ATTENDS?

Captains of Industry | CEO's of Airlines and Airports | CEO's of Aviation Companies | CEO's of Hotel Groups | CEO's of NGO's | CEO's of Related Public and Private Enterprises | CEO's of Tourism Authorities | Chief Information Officers | Chief Marketing Officers | Representatives from Academia | Ministers | Policy-Makers | Director Generals | Directors of Tourism | Tourism Departments | Development Agencies | Principal and Permanent Secretaries | Product Development Directors | Developers | Entrepreneurs | Private Enterprises | Representatives of Technology Companies | Financial Institutions | Hotel Investors | Hotel General Managers | Destination Planners | Tour Operators | Airline and Airport Companies | Representatives of Travel Organisations | Foreign Mission Representatives

ATLF

AFRICA TRAVEL & TOURISM LEADERSHIP AWARDS

The Africa Travel and Tourism Leadership Awards is the only Pan-African travel awards organised and hosted in Africa by Africans for Africans. The awards recognise game-changers in the travel and tourism sector. They include individuals and / or groups' initiatives being pursued across the sector, such as those leading progressive policymaking and business practices, thought leadership, and entrepreneurs or small enterprises. The awards serve as a gathering of leaders to dialogue, recognise innovation and celebrate progress. They also serve as a single voice, unifier, and advocacy platform for Africa's tourism leaders to put a spotlight on the continent's tourism economy.

The November 2021 ATLF and Awards will be held at the Kigali Serena Hotel, Kigali, Rwanda. This year's theme is Harnessing intra-Africa travel for innovative recovery in Africa's travel and tourism sector.

Among the focus areas identified for deliberations are:

- Intra-Africa Travel and Business tourism opportunities
- Digital Transformation Insights and Future Focus
- COVID-Recovery strategies and approaches
- Youth in tourism development and Youth travel
- Business Events and MICE Masterclass
- Thought Leadership and Policy leadership dialogues
- Africa travel and tourism sector inclusivity
- Business-to-business and networking sessions
- Africa Travel and Tourism Leadership Awards
- Africa Youth in Tourism Innovation Challenge



Rwanda Tourism Week

ABOUT TOURISM WEEK

Members of the Rwanda Tourism private sector will attend the first ever Rwanda Tourism Week which will be held at the Kigali Serena Hotel, Kigali Rwanda. This event in conjunction with the ATLF will feature an exhibition which will present opportunities for local and international businesses to showcase their brands, products and services to a wide audience from across Africa. Exhibition participation fosters face-to-face interaction and enables industry actors to network and meet with new customers and generate leads.





Africa Tourism Partners (ATP), UNWTO Distinction Award Winner is a Pan-African tourism development and strategic destination marketing advisory firm. We specialize in strategy formulation, research, master planning and strategic marketing development in the travel, tourism, hospitality, aviation and golf sub-industries. Our firm leverages the expertise it has established through our global strategic partners and global networks to ensure that we continually execute impactful and uniquely designed programmes with measurable outcomes.

Being based in Johannesburg, South Africa, ATP has strategic key partnerships in Angola, Botswana, China, Ghana, Côte d'Ivoire, Nigeria, Rwanda, Singapore, Scotland, Tanzania, USA and Zimbabwe. These teams of experienced experts, representatives, global partners and networks, allow us to execute uniquely designed and impactful programs for our clients.

OUR SERVICES

STRATEGY FORMULATION
& PROJECT MANAGEMENT



INVESTMENT FACILITATION



STAGING OF SIGNATURE
BUSINESS TOURISM EVENTS
AND EXHIBITIONS



TRAINING IN MARKET
READINESS, ACCESS, &
DEVELOPMENT



MICE & CONVENTION
BUREAU STRATEGY
FORMULATION & CAPACITY
BUILDING



GOLF TOURISM ADVISORY
& PROJECT MANAGEMENT



FORUM PROGRAMME

25 - 26 NOVEMBER 2021

FORMAT -HYBRID

24 - 26 NOVEMBER 2021 : RWANDA TOURISM WEEK

RWANDA TIME (GMT+2)		SESSION AND FORMAT	HOST	PARTICIPANTS
24 - 26 November 2021	08h00	In-person Exhibition, registration session, early registration for ATLF	Ikaze PCO	International and national travel and tourism stakeholders

AFRICA TOURISM LEADERSHIP FORUM & AWARDS

THURSDAY

DAY 1 - 25 NOVEMBER 2021

07h30 - TILL LATE ONLINE & PHYSICAL REGISTRATION IKAZE PCO

MORNING SESSION

08h30 - 08h55 SPEAKER AND DELEGATES LOG-IN TECHNICAL TEAM

09h00 - 09h05 Programme Director **Regis Isheja** – Founder/CEO, TransMeet Ltd and Media Personality, Rwanda

09h05 - 09h10 Introduction **Kwakye Donkor** - CEO, Africa Tourism Partners, South Africa

09h10 - 09h15 Message from Rwanda Chamber of Tourism & East Africa Tourism Platform **Aimable Rutagarama** - Chairperson, Rwanda Chamber of Tourism, Rwanda

09h15 - 09h20 Opening Remarks **Zephane Niyonkuru** - Deputy CEO, Rwanda Development Board

09h20 - 09h25 Guest of Honour **Elcia Grandcourt** – Director: Africa Department, UNWTO, Spain

SESSION 1

09h20 - 10h00 Leadership Dialogue

AfCFTA – An opportunity to transition from crisis to growth-oriented intra-Africa tourism both African destinations and industry actors.

Hon. Mary Francis Masanja – Deputy Minister of Natural Resources and Tourism, Tanzania

Hon. H.E Osman Abokor Dubbe – Minister of Information, Culture and Tourism, Federal Republic of Somalia

Desire Loumou - Senior Expert: Trade in Services, AfCFTA Secretariat, Ghana

Dr Geoffrey Manyara - Economic Affairs Officer, UNECA Sub-regional Office for East Africa,
Zephania Niyonkuru - Deputy CEO, Rwanda Development Board

10h00 - 10h25

Participant's view point, questions and answers

MODERATOR

Kwakye Donkor - CEO, Africa Tourism Partners, South Africa

10h25 - 10 -28

SPOTLIGHT ON RWANDA - VISUAL INSERT

SESSION 2

10h30 - 11h10

Insights, Trends and Opportunities for Covid-Recovery

Harnessing digitalisation and fintech to augment tourism and destination marketing, market access and positive upturn in Africa

Albert Munyabugingo - CEO, Vuba Vuba
Kagiso Dumasi - Commercial Manager: Global Network, BCD Travel, South Africa
Frank Mugisha - Director General, Rwanda Chamber of Tourism & Managing Director, East Africa Tourism Platform
Choo Pin Ang - Senior Director: Government and Corporate Affairs, Expedia Group (TBC)
Barry Clemens - CEO, EQ Hospitality, United Kingdom

11h10 - 11h20

Participant's view point, questions and answers

MODERATOR

Christelle Grohmann - Director, BDO South Africa

SESSION 3

11h25 - 12h00

Insights, Trends and Opportunities for Covid-Recovery

Reflecting on new horizons for African tourism's product development, distribution and tourism marketing - From leisure to Business Events

Frank Murangwa - Director of Destination Marketing, Rwanda Development Board
Cassandra 'Coach Cass' Nuamah - Director of Travel and Operations, Africa With Us, Ghana
Esmare Steinhofel - Director, ICCA Africa
Ekow Sampson - Deputy CEO, Ghana Tourism Authority

12h00 - 12h10

Participant's view point, questions and answers

MODERATOR

Linda Pereira - CEO, CPL Events, Portugal

12h10 - 13h00

LUNCH, NETWORKING BREAK AND RWANDA VISUAL INSERTS

YOUTH IN TOURISM ENTREPRENEURSHIP FORUM & MASTERCLASS

"Today is difficult, tomorrow is even more difficult, but the day after tomorrow is very beautiful. However, most people die tomorrow evening." Jack Ma, Alibaba, Group

13h05 - 13h20

DANCING INTERLUDE

Kukuwa African Dance Fitness with Ghanaian mother and daughter team, Coach Cass and Kukuwa (fitness, dance, wellness, and culture)

Cassandra 'Coach Cass' Nuamah - Director of Travel and Operations, Africa With Us, Ghana

SESSION 4

13h25 - 13h45

Case Study

Covid-19 recovery case study of the Blue Train - Practical lessons for future for African Tourism Product owners

Nomasonto Ndlovu - Executive Manager: Head Tourism, Hospitality and Heritage, Transnet, South Africa

SESSION 5		
14h00 - 14h45	Inclusivity and Social Innovation Dialogue Mainstreaming youth and women entrepreneurship and employability - A strategic imperative for leading tourism and cross-cutting businesses in Africa.	Prof Keolebogile Motaung - Director: Technology Transfer and Innovation, Durban University of Technology (DUT), South Africa Eric Kacou - Co-Founder, ESPartners and Author of Entrepreneurial Solutions for Prosperity in BoP Markets, Rwanda Sebulon Chicalu - Director of Tourism, Ministry of Environment and Tourism, Namibia Jacqui Taylor - Founder & CEO, Rural Tourism Africa, South Africa
14h45 - 15h00	Participant's view point, questions and answers	MODERATOR Bonita Mutoni - Chairperson, Rwanda Chamber of Tourism and Travel Association
15h00 - 15h15 REFRESHMENT BREAK AND NETWORKING SESSION		
SESSION 6		
15h20 - 16h00	Youth in Tourism Think Tank Session Propelling African youth development in tourism entrepreneurship, skills development and career guidance - From market and funding access to gainful employment	Uwineza Pascaline - Project Manager, Iriza Ntako Heritage Ltd, Rwanda Edward Asafu-Adjaye - President & Co-Founder, Afrochella, Ghana Eugene Allotey - Co-Founder & Creative Manager, Creative Bibini Ltd Jean Confident Irene Niyizibyose - Founder, Augmented Future, Rwanda
16h00 - 16h30	Participant's view point, questions and answers	MODERATOR Teta Ndejuru - Managing Director, Inkomoko, Rwanda
SESSION 7		
16h35 - 16h45	Plenary Session - Synthesis and key outcomes of the day	Miller Matola - CEO, Millvest, South Africa
17h00 - 19h00 BLUE TRAIN SHOWCASE		
	A window to the soul of Africa Showcae and Executive Business Exchange Cocktail Function	Host Senior Executives, Blue Train, South Africa
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FRIDAY**DAY 2 - 26 NOVEMBER 2021**

07h30 - TILL LATE

ONLINE & PHYSICAL REGISTRATION

IKAZE PCO

MORNING SESSION - AFRICA TRAVEL & TOURISM CEOS AND EXECUTIVES FORUM

08h00 - 09h00

SPEED MARKETING SESSION

Rwanda Chamber of Tourism

09h00 - 09h10

Introduction

PROGRAMME DIRECTOR
Regis Isheja – Founder/CEO, TransMeet Ltd
 and Media Personality, Rwanda

LEADERSHIP AND EXECUTIVES FORUM**SESSION 1**

09h15 - 09h20

Somali tourism outlook in the Covid era.

Impat of COVID-19 and recovery strategies

Hon. H.E Osman Abokor Dubbe – Minister of
 Information, Culture and Tourism, Federal
 Republic of Somalia

SESSION 2

09h20 - 10h10

Expert Dialogue on intra-Africa Connectivity Dialogue

Recognising the potential and a new direction for
 affordable regional mobility to ignite measurable
 intra-Africa travel growth.

Jon Howell - Founder and CEO, AviaDev
David King - Project Manager ,WESGRO - Cape
 Town Air Access, South Africa
Austin Nyawara - Regional Manager, South
 African Airways, East Africa & Middle East
Jimmy Musoni - Commercial Director,
 RwandaAir

10h10 - 10h20

Participant's view point, questions and answers

MODERATOR
Sandile Chipunza Cato - Manager: Advocacy
 & Strategic Relations - Africa, IATA

SESSION 3

10h30 - 11h15

Experts Insights & Dialogue

Sustainable recovery initiative for building back a
 better and impactful African meetings sector.

Nelly Mukazayire - CEO, Rwanda Convention
 Bureau
Senthil Gopinath - CEO, ICCA, Netherlands
Amanda Kotze-Nhlapo - Chief Convention
 Bureau Officer, South Africa National
 Conventional
Jeffers Miruka - President, African Society of
 Association Executives (AfSAE), Kenya

11h15 - 11h25

Participant's view point, questions and answers

MODERATOR
Miller Matola - CEO, Millvest, South Africa

SESSION 4

11h30 - 12h05

Tourism Investor Stewardship in Africa

Recognising and understanding funding programmes
 and partners for non-graded and graded tourism
 facilities and businesses in Africa.

Christelle Grohmann - Director, BDO South
 Africa
Frank Mustaff - Managing Director, Horwath
 HTL East Africa, Rwanda
Miller Matola - CEO, Millvest, South Africa
Safiyya Akoojee - Director, Thomson Wilks Inc

12h05 - 12h15

Participant's view point, questions and answers

MODERATOR
Elcia Grandcourt – Director: Africa
 Department, UNWTO, Spain

12h15 - 13h00

LUNCH AND NETWORK BREAK & MASTERCARD VISUAL INSERTS

YOUTH IN TOURISM ENTREPRENEURSHIP FORUM AND MASTERCLASS

"I never failed in my career, my life is a journey. Losing a game or missing an opportunity is not a failure, but after The game you need to sit down and think about what went wrong so you can do better next time".

Didier Drogba, Former Professional Footballer

SESSION 5

13h05 - 13h50	Executive Dialogue on Youth & Women Inclusivity Accelerating impactful youth development through smart partnerships value creation, technology and innovation.	Dianne Dusaidi - Program Partner, Mastercard Foundation Charity Kabango - Co-Founder and Director, Entrepreneurship Solutions & Founding Partner, ESPartners, Canada Dr. David Chiawo - Dean, School of Tourism and Hospitality, Lead Scientist, Centre for Biodiversity Information Development (BID-C), Strathmore University, Kenya Samiah Millycent - Head of Academics, Vatel Rwanda, International Hospitality School
13h50 - 14h00	Participant's view point, questions and answers	MODERATOR Dr. Kobby Mensah – Senior Lecturer, Department of Marketing and Entrepreneurship, University of Ghana Business School (UGBS), Ghana

EAC SECTOR TOURISM BREAK-AWAY SESSION

13h05 - 14h30	EAC EATP Tourism Round-table Opportunities and potential - Accessing domestic and regional tourism markets in EAC in post-COVID-19 environment.	Hon. Mary Francis Masanja - Deputy Minister, Ministry of Natural Resources and Tourism, Tanzania Benneth Bojo Nicholas - Ministry of Wildlife Conservation and Tourism, RSS, Juba, South Sudan David Mugisha - Wildlife Tours, Rwanda Chris Munyao - Private Safaris, Rwanda Jimmy Musoni - Country Manager, Rwandair, Kigali Stellamaries Ndunge - Country Manager, Kenya Airways, Kigali Charity Githinji - Director, Tandaza Africa and Consultant EAC/GIZ SEAMPEC Project Edouard Bagumoko - Vice-President of Burundi Sectoral Chamber for Hotel and Tourism, Burundi Barbara Schott - Project Management: Regional Economic Development and Tourism, Tierranjeni, Kenya Rob Kucera - District Director: East Africa Complex General Manager, Radisson Blu Hotel & Convention Centre, Kigali Simon Kiarie - Principal Tourism Officer, EAC (TBC) Dr Fred Odhiambo - Chair, EATP Ariella Kageruka - Acting Chief Tourism Officer, Rwanda Development Board Frank Gisha Mugisha - Director General, Rwanda Chamber of Tourism Yves K. Ngenzi - Regional Coordinator, East African Tourism Platform Antoine Kajangwe - Director General, Trade and Investments Management, Ministry of Trade and Industry, Rwanda Agnes Mucuha - CEO, Kenya Travel Association of Travel Agents Anataria Karimba - Director of Business Competitiveness, TradeMark, East Africa
14h00 - 15h00	Participant's view point, questions and answers	MODERATOR Angela Njehla – Director, Tierranjeni

Autumn Marie - Founder & Managing Director,
KGL FWD, Rwanda

Christelle Grohmann - *Director, BDO South Africa*

Partners, South Africa

Ariella Kageruka - Acting Chief Tourism Officer,
Rwanda Development Board

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Speakers



Hon. H.E Osman Abokor Dubbe
*Minister of Information,
Culture and Tourism /
Federal Republic of Somalia*



Hon. Mary Francis Masanja
*Deputy Minister of Natural
Resources and Tourism /
Tanzania*



Elcia Grandcourt
*Regional Director for Africa /
UNWTO*



Zephania Niyonkuru
*Deputy CEO /
Rwanda Development Board*



Aimable Rutagarama
*Chairman /
Rwanda Chamber of Tourism*



Dianne Dusaide
*Program Partner /
Mastercard Foundation*



Senthil Gothpinath
*CEO /
ICCA*



Nelly Mukazayire
*CEO /
Rwanda Convention Bureau*



Amanda Kotze-Nhlapo
*Chief Convention Bureau
Officer /
South Africa Tourism*



Bonita Mutoni
*Chairperson /
Rwanda Chamber of Tourism*



Frank Murangwa
*Destination Marketing
Director /
Rwanda Convention Bureau*



Dr Geoffrey Manyara
*Economic Affairs Officer /
UNECA*



Ariella Kageruka
*Acting Chief Tourism Officer /
Rwanda Development Board*



Christelle Grohmann
*Director - Advisory Services /
BDO South Africa*



Esmare Steinhofel
*Director /
ICCA Africa*



David King
*Project Manager /
WESGRO - Cape Town Air
Access*



Jon Howell
*Founder & CEO /
 AviaDev*



Nomasonto Ndlovu
*Executive Manager - Head
 Tourism, Hospitality and
 Heritage /
 Transnet*



Teta Ndejuru
*Managing Director /
 Inkomoko*



Jeffers Miruka
*President /
 African Society of
 Association Executives
 (AfSAE)*



Charity Kabango
*Founding Partner
 ESPartners*



Gumbo Mhandeni
*CEO & Founder /
 Experiential Travel Africa*



Jacqui Taylor
*Founder & CEO /
 Rural Tourism Africa*



Judy Kepher-Gona
*Director /
 Sustainable Travel and
 Tourism Agency (STTA)*



Percy Morapedi Koji
*Co-Founder /
 Africa Economic Leadership
 Council*



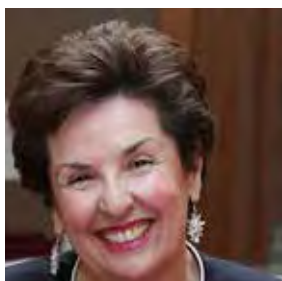
Kagiso Dumasi
*Commercial Manager -
 Global Network /
 BCD Travel*



Uwineza Pascaline
*Project Manager /
 Iriza Ntako Heritage Ltd*



Edward Asafu-Adjaye
*President & Co-Founder /
 Afrochella*



Linda Pereira
*Executive Director /
 CPL Events*



Cassandra Nuamah
*Director of Travel and
 Operations /
 Africa with Us*



Austin Nyawara
*Regional Manager /
 South African Airways*



Safiyya Akoojee
*Director /
 Thomson Wilks Inc*



Regis Isheja
*Founder & CEO /
 TransMeet Ltd*



Barry Clemens
*CEO /
 EQ Hospitality*



Kwakye Donkor
*CEO /
 Africa Tourism Partners*



Dr Kobby Mensah
*Senior Lecturer - Department
 of Marketing and
 Entrepreneurship /
 University of Ghana Business
 School (UGBS)*



Prof Marina Novelli
*Professor - Tourism and
 International Development
 and Academic Lead /
 University of Brighton*



Desire Loumou
*Senior Expert - Trade in
 Services /
 AfCFTA*



Albert Munyabugingo
*CEO /
 Vuba Vuba*



Sandile Chipunza
*Mnager - Advisory and
 Strategic Relations Africa /
 IATA*



Frank Mugisha
*Director General /
 Rwanda Chamber of Tourism*



Miller Matola
*CEO /
 Millinvest*



Frank Mustaff
*Managing Director /
 Horwath HTL*



Dr David Chiawo
*Dean /
 Strathmore University |
 Lead Scientist /
 Centre for Biodiversity
 Information Development
 (BID-C)*



Samiah Millycent
*Head of Academics /
 Vatel International
 Hospitality School : Rwanda*



**Jean Confident Irene
 Niyizibiyose**
*Founder /
 Augmented Future*



Sebulon Chicalu
*Director of Tourism /
 Ministry of Environment and
 Tourism / Namibia*



Eric Kacou
*Co-Founder /
 ESPartners |
 Author of Entrepreneurial
 Solutions for Prosperity in
 BoP Markets*



Choo Pin Ang
*Senior Director : Government
and Corporate Affairs /
Expedia Group*



Ekow Sampson
*Deputy CEO /
Ghana Tourism Authority*



**Prof Keolebogile
Motaung**
*Director : Technology
Transfer and Innovation /
Durban University of
Technology (DUT)*



Jimmy Musoni
*Ag. Chief Commercial
Director /
RwandAir*



Rob Kucera
*District Director: East Africa |
Complex General Manager /
Radisson Blu Hotel &
Convention Centre - Kigali*



Gumbo Mhandeni
*CEO & Founder /
Experiential Travel Africa*



Autumn Marie
*Founder & Managing
Director /
KGL FWD*



Strategic Partners

Host City



Host Venue



Host Convener



Leading Partner



Strategic Partners



Accommodation Partners



Airline Partner



Supporting Partners



Media Partners





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REGISTRATION



REGISTRATION AND CONTACT DETAILS:

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