



AFRICA
TOURISM
LEADERSHIP
FORUM 2023

AFRICA TOURISM LEADERSHIP FORUM & AWARDS 2023

Venue: Gaborone International Convention Centre, Gaborone, Botswana

DATE: 04 OCTOBER - 06 OCTOBER 2023



Theme: "Shifting demand dynamics to shape the future of intra-Africa travel"



HIS HONOUR THE VICE PRESIDENT
MR SLUMBER TSOGWANE



H.E ZURAB POLOLIKASHVILI
SECRETARY GENERAL, UNWTO



H.E ELIAS M. MAGOSI
EXECUTIVE SECRETARY, SADC SECRETARIAT



HON. PHILDA NANI KERENG

MINISTER OF ENVIRONMENT & TOURISM, BOTSWANA



Message from AfCFTA

H.E Wamkele Mene

Secretary General
African Continental Free Trade Area (AfCFTA Secretariat)
Accra - Ghana

Creating/Towards a Single African Tourism Market

The Agreement Establishing the African Continental Free Trade Area ("AfCFTA Agreement") marks a monumental step toward African integration and economic prosperity. Within the Tourism, Cultural, and Creative Industries, the AfCFTA Agreement, along with its Protocols on Services, Goods, and Intellectual Property Rights, is dedicated to promoting sustainable tourism, creatives, and cultural development. This encompassing approach spans both trade in services and trade in goods, with the overarching goals of enhancing Africa's economic competitiveness, celebrating cultural diversity and creativity, nurturing sector growth, and fostering positive social and environmental outcomes. As a result, a Single Continental Tourism Market emerges, driven by the free movement of goods, services, people, and investments across the continent.

To achieve these ambitious objectives, the Protocol on Trade in Services employs a dual approach. It combines progressive liberalization within the State Parties' schedules of specific commitments and the concurrent development of Regulatory Frameworks in Tourism and Cultural Services. The schedules of specific commitments offer unparalleled market access, allowing State Parties to highlight the extent and depth of this market access in tourism services in this first round of negotiations.

Beyond the market access commitments, the development of AfCFTA Regulatory Frameworks for Tourism and Cultural Services serves several critical purposes. These Regulatory Frameworks aim to (i) enhance predictability for African services and service providers, (ii) establish common regulatory principles, (iii) reduce or eliminate arbitrary decision-making and regulations that might impede market access commitments, and (iv) provide a comprehensive framework for the sectors' further development. These Regulatory Frameworks, covering key regulatory principles, will complement and facilitate the implementation of market access and national treatment commitments across all service sectors, fostering increased intra-African trade in Tourism, Creatives, and Cultural Services.

By fostering a transparent and enabling continental policy and regulatory environment, the AfCFTA will accelerate investments in the tourism, creatives, and cultural industries. This support will extend to the development of vital infrastructure and the generation of job opportunities, all while aiming to enhance the competitiveness of African tourism products and services on a global scale. As a result, the AfCFTA emerges as a transformative force for the tourism, creative, and cultural industries, with the potential to reshape the economic landscape of our continent.

In light of these developments, the start of trading under the AfCFTA Services Regime has effectively started with the 17th Extraordinary Session of the African Union Assembly of Heads of State and Government, held in Niamey Niger in November 2022, adopting 22 Schedules of Specific Commitments that contain new market access commitments in Tourism services.

With the significance of the tourism industry in the global economy steadily growing, by contributing to 5% of GDP, 30% of service exports, and employing 235 million individuals, such new liberalization commitments under the AfCFTA are poised to facilitate further investments in the African tourism sector.

In this regard, the fast-tracked implementation of the commitments under the Guided Trade Initiative on Trade in Services will empower African service providers to establish new branches and subsidiaries of hospitality, restaurant, and travel businesses across various AfCFTA State Parties, and lead to further inputs in other interlinked sectors. Furthermore, it will facilitate the movement of businesspersons, particularly, tourism professionals, consumers, and operators across the continent.

In conclusion, embedded within the framework of the AfCFTA's Single Continental Market, the tourism, creatives, and cultural sectors will now enjoy an enabling platform to amplify intra-African trade across these sectors. This dynamic ecosystem presents compelling prospects for job creation and structural transformation, harmoniously aligning with the overarching vision encapsulated in the AU Agenda 2063 to create "The Africa We Want." As we embark on this transformative journey, let us fully embrace the boundless potential of the AfCFTA and collectively work towards a more integrated, prosperous, and culturally vibrant Africa.






Message from **UNWTO**

Elcia Grandcourt

Director, Africa Department



The Tourism, Creative, and Cultural industries are one of the most progressive and dynamic sectors globally. Tourism, as we know, is a formidable driver of socio-economic progress in Africa. It aligns seamlessly with the aspirations of AU Agenda 2063, reflecting the essence of Pan Africanism, sustainable development, political stability, and economic independence. However, it is crucial to recognize that the tourism and air transport sectors are intrinsically interlinked. The connectivity facilitated by air transport is the lifeblood of tourism, propelling growth and investment in both sectors and thereby catalyzing a cycle of economic development. The COVID-19 pandemic has underscored the importance of intra-Africa travel as well as travel within individual countries. It has also emphasized the necessity of resolving issues that hinder such travel. That is why it is important to enhance collaboration between the public and private sectors in order to facilitate market access, simplify travel procedures, and improve connectivity.

The Africa Tourism Leadership Forum (ATLF) is a truly remarkable initiative. The ATLF is not just a dialogue platform; it is a manifestation of Africa's commitment to shaping its own destiny. Designed by Africans, for Africans, this forum is a beacon of unity and progress, bringing together the most influential stakeholders in Africa's travel, tourism, hospitality, and aviation sectors. Moreover, it is inspiring to see the collaborative efforts between UNWTO, international and regional partners such as AfCFTA, BDO, and the Government of the Republic of Botswana through the Botswana Tourism Organisation (BTO). These partnerships underscore the collective commitment and concerted efforts that are needed to advance Africa's tourism agenda and the socio-economic development of the continent.

In conclusion, addressing the unparalleled challenges posed by the COVID-19 pandemic and adapting to the changing global landscape brought about by the crisis necessitates a central role for innovation, technology, and digitalization in the tourism sector's evolution. These elements will be key in the creation of fresh and inventive tourism offerings and experiences. Leveraging the potential of social media channels and digital platforms presents Africa with an extraordinary opportunity to highlight its distinctive strengths and promote its unique continental identity. This, in turn, allows the region to elevate its overall reputation and transform the narrative around the continent by sharing compelling and influential stories.

"Shifting demand dynamics to shape the future of intra-Africa Travel" encapsulates the essence of our journey ahead. As we navigate the evolving landscape of African travel, we are poised to unlock new potentials, foster collaboration, and harness innovation. Our mission will be to promote sustainable growth in Africa and intra-Africa travel through innovative leadership, dialogue, and cooperation in alignment with the broader vision of a prosperous, interconnected, and culturally rich Africa.





Message from Africa Tourism Partners, South Africa

Kwakye Donkor
Chief Executive Officer

2023 and the 6th edition of the Africa Tourism Leadership Forum and Awards is an evolution of the 6-year-old intra-travel and tourism thought-leadership dialogue series. The Forum is a flagship Pan-African public-private tourism platform curated to shape the future and optimally position of travel, tourism and hospitality among Africans, while shifting demand dynamics.

In collaboration with the AfCFTA Secretariat, the AfCFTA Forum on Tourism, Creative Arts and Culture, this year's ATLF will act as a vital benchmarking tool for policy-makers, tourism organisations, companies and cross-cutting sectors to advance value chain development as a way of building back better and differently. The goal is to drive adaptation and create opportunities in an inclusive fashion so as to develop more innovative intra-African products.

Moreso, the 2023 Forum aims to offer unique insights into opportunities for intra-Africa travel by prioritizing sales and marketing opportunities for private sector actors and related partners. As a part of its long-standing tradition, this 6th edition of the Forum will continue to serve as an avenue for multi-stakeholder dialogue, while advancing advocacy progressive policies, ethical and sustainable industry practices and investment decisions. The main thrust is to accelerate tourism new models that ensure the longevity of this important sector and its ecosystem.

Being a gathering of industry thought-leaders, this year's event will further strive to highlight emerging trends, not only relating to economic sustainability and viability of businesses in the sector, but also the well-being of millions of employees and local communities impacted by the sector. Equally, the 2023 Forum has been designed to elevate the dialogue around improved and favourable conditions to strengthen intra-Africa connectivity, reduce cost of air travel while stimulating demand and ensuring that intra-Africa travel markets are open to visitors and investors.

In conclusion, ATP wishes to urge all participants, partners and supporters to ensure that lessons learned from all sessions of the Forum are applied in various operating environments. These learnings should however be leveraged in a way that embeds long-term inclusivity, sustainability, business viability and industry resilience.

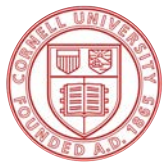
I thank you.



Our Lead Partners



Our Knowledge Partners



Our Airline Partners

Airlines



Ground Transportation



Our Accommodation Partners

Lead Accommodation Partner



CONNECT | ENGAGE | SUCCEED | THRIVE



Our Media



CONNECT | ENGAGE | SUCCEED | THRIVE



ABOUT AFRICA TOURISM PARTNERS

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 and implementation, master planning, investment facilitation and project management, strategic marketing development, MICE strategic planning and capacity building in the travel, tourism, hospitality, aviation and golf sub-industries.

The firm leverages the expertise it has established, global strategic partners and global networks to execute impactful and uniquely designed programs with measurable outcomes. We are also the conveners of Africa Tourism Leadership Forum and Awards, Africa MICE Academy (Business Tourism & MICE Masterclass) and Africa Youth in Tourism Innovation Summit & Challenge with the UNWTO.

OUR SERVICES

-  **STRATEGY FORMULATION & ADVISORY SERVICES**
-  **INVESTMENT FACILITATION**
-  **STAGING OF SIGNATURE BUSINESS TOURISM EVENTS AND EXHIBITIONS**
-  **TRAINING IN MARKET READINESS, ACCESS, & DEVELOPMENT**
-  **GOLF TOURISM ADVISORY & PROJECT MANAGEMENT**
-  **MICE & CONVENTION BUREAU STRATEGY FORMULATION & CAPACITY BUILDING**





About The Event

Inaugural AfCFTA Forum on Tourism, Creatives, and Cultural Industries

Theme: “Promoting the growth of tourism, creatives, and cultural industries to support the accelerated implementation of the AfCFTA”

Introduction

Under the African Continental Free Trade Area (AfCFTA) Protocol on Trade in Services (the Protocol on Services), tourism and cultural services are among the services sectors included in the progressive liberalization negotiations. The AfCFTA Agreement and its Protocols on Goods, and Services seek to promote sustainable tourism and cultural development, in both trade in services and trade in goods, to enhance Africa's economic competitiveness, promote cultural diversity, facilitate the growth and development of the sectors, and improve social and environmental outcomes.

The Tourism, Creative, and Cultural industries are one of the most progressive and dynamic sectors globally. The industries not only fuel socioeconomic progress and job creation but also structural transformation, particularly in smaller economies. These industries also represent the unexploited economic potential to contribute to the innovation economy and integration of women and youth in supply chains and other dynamic sectors.

Currently, the trade in services negotiations at the AfCFTA has documented substantial progress since the entry into force of the Agreement and the Protocol on Services with now twenty-two (22) Schedules of Specific Commitments (SSCs) having been adopted by the African Union (AU) Assembly of Heads of States and Government in February 2023.

The AfCFTA Secretariat, in collaboration with Africa Tourism Partners (ATP), is organizing a forum on Tourism, Creatives, and Cultural industries that seeks to involve all relevant stakeholders to identify challenges and solutions to harness and support the substantial growth and development of the Tourism, Creatives, and Cultural sectors. This forum aligns with the AU theme of the year, which focuses on ‘the acceleration of the implementation of the AfCFTA’, and it is particularly significant as it coincides with the recent adoption of the 22 schedules of specific commitments and the ongoing efforts of the AfCFTA Guided Trade Initiative on Trade in Services (GTIS), all aimed at facilitating the accelerated start of trade in services under the AfCFTA Regime.

The forum will be done alongside the Africa Tourism Leadership Forum and Awards 2023, a Pan-African dialogue platform in partnership with the Government of the Republic of Botswana, that brings together key stakeholders of Africa’s travel, tourism, MICE, hospitality, and aviation sectors to network, share insights and devise strategies for intra-Africa travel and tourism growth.

Building on these forums, the AfCFTA Secretariat will endorse the private sector initiative led by ATP in establishing the Africa Tourism Private Sector Alliance (ATPSA) which is intended to support and facilitate the private sector in leveraging the opportunities under the AfCFTA to increase intra-African trade.





Objectives

The overall purpose of the forum is to generate discussions on Tourism, Creatives, and Cultural Services in Africa, to highlight the opportunities and identify challenges and barriers to unlock the potential of the sectors.

Specifically, the forum aims to provide a platform:

- To get a better understanding and updated information on the status of AfCFTA's Trade in services negotiations, particularly under Tourism, Creatives and Cultural Services;
- To facilitate dialogue between different stakeholders to exchange views and share information on the opportunities and challenges to the implementation of the commitments and identify the areas of further cooperation;
- To highlight and address emerging trade opportunities in the sectors;
- To understand the current constraints in the industries and illustrations of solutions to bottlenecks, e.g. land availability, investor access to finance, taxes on tourism investments, low levels of professional skills, lack of security, safety and high crime, public health, movement of persons, red tape and bureaucracy, and protection of intellectual property;
- To discuss key elements of mutual recognition of professionals in the industries;
- To support the establishment of the Africa Tourism Private Sector Alliance, an alliance of the private sector to leverage the opportunities under the AfCFTA;
- To compile the opportunities, challenges and solutions from the forum towards the development of the AfCFTA Publication on Tourism, Creatives, and Cultural Services.

Outcomes

The expected outcomes of the forum are:

- To generate a better understanding of the AfCFTA trade in services negotiations among the stakeholders;
- To develop a list of action-oriented solutions and develop policy guidance going forward to facilitate the development of the sectors;
- To propose some key elements and issues to be incorporated in the AfCFTA Regulatory Framework on Tourism services (to be developed);
- Develop a report on the opportunities, challenges, and solutions highlighted in the forum towards the development of the AfCFTA Tools on Tourism, Creatives, and Cultural Services; and
- To endorse the establishment of the Africa Tourism Private Sector Alliance (ATPSA).

Participants

Participants will be drawn from a range of stakeholders such as:

- State Parties and their specialized institutions: tourism boards or authorities,
- African private sector operators, chambers of commerce, and bodies:
- AU Organs: AU Economic Development, Tourism, Trade, Industry, Mining (ETTAM), AU New Partnership for Africa's Development (NEPAD);
- Ministries of Trade and Industry;
- National Arts Councils;
- Ministries of Youth, Sport, Culture, and Wellness;
- Regional Economic Communities;
- Specialized Partners: Afreximbank, African Development Bank, Single African Air Transport Market, African Airlines Association, United Nations Economic Commission for Africa, World Bank, etc;
- Africa and International Professional and Industry Associations; and
- Academia and civil societies.





AFRICA TOURISM LEADERSHIP FORUM

Theme: “Shifting demand dynamics to shape the future of intra-Africa Travel”

Overview & Background

Africa Tourism Partners in collaboration with the UNWTO, AfCFTA, BDO and the Government of the Republic of Botswana through the Botswana Tourism Organisation (BTO) will host the 6th edition of the Africa Tourism Leadership Forum (ATLF) and Awards (www.tourismleadershipforum.africa).

The Africa Tourism Leadership Forum (ATLF) is a Pan-African dialogue platform *designed in Africa, by Africans for Africans*, the Forum brings together key stakeholders of 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**”.

This 6th Pan-African dialogue platform will bring together over 500 key tourism public and private sector leadership and other stakeholders from across Africa and the rest of the world to share insights, devise strategies for intra-Africa tourism growth. Themed, “**Shifting demand dynamics to shape the future of intra-Africa Travel**” the 2023 ATLF & Awards will present distinct networking avenues, business opportunities and learning programmes relating to intra-Africa travel, franchising, creative industries and culture, tourism investment, MICE (Meetings, Incentives, Conferences and Events), Digitalisation and more. Led by renowned global experts, Ministers, CEOs, Business Executives, Policy-Makers, Entrepreneurs, Academics, Researchers, Practitioners and DMCs. These opportunities can’t be missed.

Finally, it will recognise African tourism change-makers who have proven their commitment to leadership through sustainability in tourism practices, entrepreneurship and policy-making at the 6th Africa Tourism Leadership Awards.

The Strategic Intent

Vision

To provide a permanent platform for innovative leadership dialogue to drive sustainable growth in Africa’s tourism economy.

Mission

Promote sustainable growth in Africa and intra-Africa travel through innovative leadership, dialogue and collaboration.

The Rationale

- To provide a Pan-African event, ATLF and awards is used by tourism industry leaders as a platform for advocacy learning, sharing of experiences and knowledge, and ultimately devising firm implementable actions to stimulate intra-Africa travel growth and development.
- It is a gathering of industry thought leaders that aims to advance entrepreneurship, women and youth empowerment and recognise industry changemakers through the Africa tourism leadership awards.
- ATLF is the only single voice, unified and advocacy platform for Africa’s tourism leaders to put a spotlight on its tourism economy.





Target Audience

Over 400 delegates from over 40 countries are expected to attend the 6th AFLF & Awards over 3 days and with over 1500 online delegates. These will include UNWTO Executives, ICCA Executives, CEO of over 15 tourism boards and convention bureaux in Africa and CEO of over 30 Africa tourism associations. Among these are:

Who is attending?

Ministers | Policy-Makers | Directors General | Directors of Tourism | Tourism Departments | Development Agencies | Principal and Permanent Secretaries | Property and Tourism 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

Captains of Industry | CEO's of Airlines and Airports | CEO's of Aviation Companies | CEO's of Hotel Groups | CEOs of Convention Bureaux | 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 academic institutions | researchers | industry experts | consultants | students | Executives of Travel Tech companies | SMEs | Youth in Tourism | Students and Community Based Tourism Organisations

The Benefits

Intra-Africa travel Networking, Market access and Business & Investment Opportunities

The pandemic has highlighted the significance of intra-Africa travel and domestic travel and the need to unblock bottlenecks around these. This year programme will unpack how Public- private collaboration can be bolstered to creative market access, promote ease of travel and improve connectivity.

Digitalisation and technological innovations Insights

Travel and how the sector operates has changed. Efficiencies and new technologies, such as touchless innovations, are going to stay and the use of digital technologies will be accelerated in response to higher traveller demand. However, the tourism sector in Africa remains under resourced in travel tech, innovation and digitalisation.

Learn about Africa tourism investment landscape, sources and opportunities

In prioritising financial support for the future, sustainability is a key theme. This can be achieved if Governments prioritise infrastructure, technology, and workforce support as critical for tourism investment. Therefore, the Forum will highlight measures that can be executed to provide general support for retaining and attracting investments in a sustainable manner and long-term success.





An Opportunity to Connect to unlock intra-Africa travel business opportunities

The Forum will provide opportunity for stakeholders and partners as well as buyers and sellers to connect and recharge accelerate tourism business recovers through business-to-business engagements.

Understand how to re-invest with purpose

As travel recovers, more travellers and investors are looking to rebuild the sector more sustainably and inclusively. There is higher demand for “purpose driven and sustainable travel. The Forum will show how investment can re-invest purposed and become part of change-makers who are redefining intra-Africa and global travel in a Changing World.

Gain brand exposure through SADC Tourism Market Place Programme

The forum will provide opportunities for desk-top exhibitions and brand exposure targeted at African tourism stakeholders, entrepreneurs, national tourism organisations partners and delegates to grow and expand their business

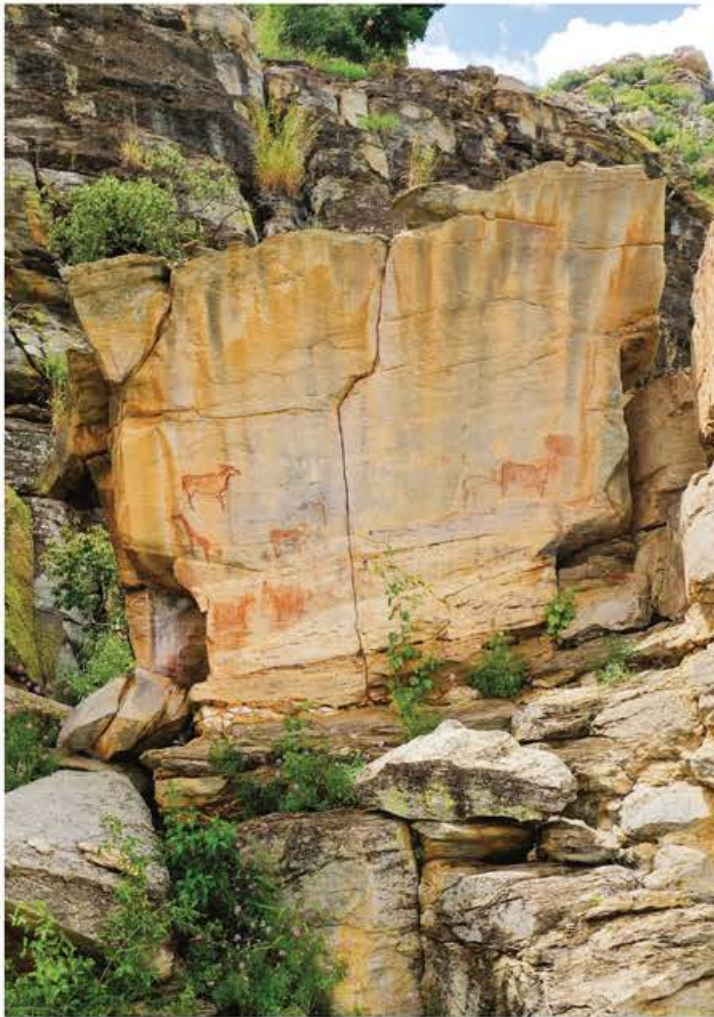
Action – Learning and Leading Through Action

- Women & Youth empowerment – Provide access to decent employment and viable small enterprise support and opportunities.
- Education – Strengthening the quality of travel and tourism education through capacity building, skills development and mentorship for all.
- Leadership development – Provide access to mentorship, coaching and Thought Leadership Development
- Social cohesion & peer-to-peer learning.

Insights into new industry trends on the block

- Advocacy and training for Sustainability
- Conservation & Preservation of Arts, Culture & Heritage.
- Leveraging innovative initiatives to drive tourism growth in targeted local communities in the destination





BOTSWANA

BREATHTAKINGLY, BEAUTIFUL

Supportive of the ecosystem and local inhabitants, Botswana is definitely full of fascinations that are rewarding and enjoyable to travellers of all ages. Wildlife and nature are without a doubt at the top of the list of Botswana's wonders when it comes to tourist destinations.

Experience the stunning landscapes, the unimaginable vastness, the isolation and worldliness and the astoundingly prolific wildlife of the best kept African secret - **Botswana.**



CULTURE | GASTRONOMY | WILD LIFE | STUNNING BEAUTY

Fairscape Precinct, Plot 70667, Fairgrounds Office Park Building 1A
& 1B, 2nd Floor (East Wing) Gaborone, Botswana
www.botswanaturism.co.bw



botswana
tourism

Funding connections, enabling collaboration



IDC supports the aspirations of the AfCFTA by enabling and funding inter-continental trade.

As the African Continental Free Trade Area (AfCFTA) continues to entrench new trade agreements, grow intra-continental collaboration and boost Africa's standing in the global market, the Industrial Development Corporation (IDC) is helping to pave the way for African companies to establish a strong presence on the continent and beyond.

With a portfolio of investments in excess of R27 billion across 17 countries and multiple sectors, the IDC demonstrates its confidence in the opportunities and potential for long-term benefits that can be derived for business. Our funding not only catalyses the development of cross-border infrastructure, incentivising economic diversification, but proliferates access to new markets, expands industrial capacity and creates jobs.



Programme

Trading & Training Day: Intra-Africa

03 October 2023

Tuesday

<p>Time</p> <p>Venue: Tsodilo A</p>	<p>TUESDAY, 3 OCTOBER 2023</p> <p>Intra-Africa Travel & Tourism Business Exchange & Exhibition</p> <p>This offers bespoke intra-Africa travel and tourism opportunity for marketing, sales, business development and networking in professional and personalised setting for suppliers (accommodation, travel trade and service providers) to DO BUSINESS with travel trade (DMCs, tour operators, travel agents, online travel agents (OTAs) in structured and business environment)</p>	<p>Who should exhibit and join B2B sessions: Buyers, Sellers and Exhibitors?</p> <p>(All hotels, lodges, guest houses, B&Bs, DMCs, Restaurants, Tour Operators, Travel Agents, Online Travel Agents, Marketing Agencies, NTOs, DMOs, Associations, Women Associations, Youth Association, entrepreneurs and all key industry stakeholders)</p>
<p>09:00 – 09:05</p>	<p>Introductory Remarks</p>	<p>Kwakyee Donkor – CEO, Africa Tourism Partners</p>
<p>09:05 – 09:10</p>	<p>Welcome Message</p>	<p>Keitumetse Setlang – ACEO, Botswana Tourism Organisation</p>
<p>09:10 – 11:00</p>	<p>Intra-Africa Travel & Business Exchange & Exhibition 1-ON-1 Business Connections (15 Minutes Per Meeting)</p> <p>For All Delegates</p>	<p>Opening Remarks: Lily Rakorong – CEO, HATAB, Botswana</p> <ul style="list-style-type: none"> • Susan Ongalo – CEO, Kenya Tourism Federation • Susan (Akon) Akporiaye – President National Association of Nigerian Travel Agencies (NANTA) & Deputy president of Federation of Tourism Association of Nigeria (FTAN), Nigeria • Dr. Kwesi Eyison – Chief Executive Officer, Pacific Tours, Ghana. • Glenton De Kock – Chief Executive Officer, SAACI, South Africa • Natalia Rosa – Project Lead for the SADC Business Council Tourism Alliance, South Africa
<p>09H05 – 11h00</p>	<p>Okavango</p> <p>Tourism Entrepreneurship Masterclass</p>	<ul style="list-style-type: none"> • Hamza Farooqui – CEO of Millat Investments, South Africa • Wambugu Wa Gichohi – Franchise Consultant & Expert, Africa Franchising Accelerator Project 2021–2025, Tanzania <p>Moderator – Dan D’souza – Senior Manager, Intrapreneurship, United Kingdom</p>



CONNECT | ENGAGE | SUCCEED | THRIVE

11:00 – 11:10	REFRESHMENT BREAK & NETWORKING	
11:10 – 12:00	Intra-Africa Travel & Tourism Business Exchange & Exhibition 1-on-1 Business-to-Business Meetings (15 Minutes per meeting)	
12:00 – 13:00	Destination Showcase & Presentations (3 minutes per presentations) For Buyers, Sellers and Stakeholders	<ul style="list-style-type: none"> • Marriott International and Partners' Showcase • Southern Africa – Botswana, DR Congo, Namibia, South Africa, Zambia, and Zimbabwe • West Africa – Cape Verde, Cote d'Ivoire, Gambia, Ghana, Nigeria and Senegal • East Africa – Djibouti, Ethiopia, Kenya, Tanzania, Rwanda and Uganda • Indian Ocean Islands – Vanilla Islands (Madagascar, Mauritius, Reunion Islands and Seychelles) • North Africa – Egypt, Morocco and Tunisia
13:00 – 14:00	NETWORKING LUNCH	
14:00 – 16:00	University of South Africa (UNISA) & Africa Tourism Partners' Women in Tourism Entrepreneurship Masterclass	
14:00 – 14:10	Opening and Introduction	Dr Ntise Manchidi – Chair of Department: Applied Management, UNISA, South Africa
14:10 – 14:40	The road to success in running a sustainable tourism SMME	Dr Brian Mahosi – Lecturer: Department of Applied Management, Unisa, South Africa
14:40 – 15:00	Agri-tourism: Opportunities for Africa	Lesedi Tomana Nduna – Lecturer: Tourism, Unisa, South Africa
15:00 – 15:50	Digitally yours: Using technology to enhance your tourism SMME's visibility	<ul style="list-style-type: none"> • Nosiphiwo Mahlangu – Lecturer: Tourism Management, Unisa, South Africa Moderator – Christelle Grohmann – Director, BDO, South Africa
15:50 – 16:00	Closing and certificate presentation	<ul style="list-style-type: none"> • Dr Ntisi Manchidi – Chair of Department: Applied Management, UNISA, South Africa • Kwakye Donkor – CEO, Africa Tourism Partners
18:00 – 22:00	Africa Tourism Partners & Hilton Garden Inn Cocktail – Hilton Garden Inn (By Invitation)	



Programme

AfCFTA Forum on Tourism, Creatives, and Cultural Industries



04 October 2023 Wednesday | ATLF DAY 2 G.I.C.C Tsodilo Hall

OFFICIAL OPENING SESSION: Programme Director
Naledi Moleo & Tumisang Mothei

09:00 - 10:00	Opening & Welcome Remarks	Hon. Philda Nani Kereng Minister of Environment and Tourism Republic of Botswana	
	Special Message by UNWTO	H.E Zurab Pololikashvili Secretary General UNWTO	
	Message by SADC	H.E. Elias Mpedi Magosi Executive Secretary SADC Secretariat	
	Keynote Address	His Honour The Vice President Mr Slumber Tsogwane	
	Vote of Thanks	Kwakye Donkor - CEO, Africa Tourism Partners, South Africa	



CONNECT | ENGAGE | SUCCEED | THRIVE

20

SESSION 1

High-Level panel on accelerating the implementation of the AfCFTA through the Tourism, Creatives and Cultural industries

SCENE SETTING

Emily Mburu-Ndoria - Director, Directorate of Trade in Services, Investment, Intellectual Property Rights & Digital Trade (DTIID)
AfCFTA Secretariat

10:00 - 10:10

Message by Ministry of Investment, Trade, and Industry, Republic of Botswana

Hon. Mmusi Kgafela
Minister, Investment, Trade, and Industry
Republic of Botswana

10:10 - 11:00

- **Francisco Gómez Durán** - Head of the Culture Unit UNESCO's Regional Office for Southern Africa, Zimbabwe
- **Seakarea Rox Rabalone** - Acting CEO, National Arts Council, Botswana
- **Katlego Mphahlele CA(SA)** - Senior Deal Maker, IDC: Tourism and Services Unit, South Africa
- **Hon. Philda Kereng**, Minister of Environment & Tourism, Botswana

Moderator: Prof. Kamilla Swart
Associate Professor, Hamad Bin Khalifa University, Qatar

SESSION 2

Endorsement of the Africa Tourism Private Sector Alliance (ATPSA) by Africa Continental Free Trade Area (AfCFTA) Secretariat

Opening: Cultural Dance and Performance

Time: 11:00 - 11:45

11:45 - 12:15

TEA BREAK

SESSION 3

The nexus between franchising and the development of the tourism sector

SCENE SETTER - Jabulani Debedu - Principal Consultant, BDO, South Africa

12:15 - 13:30

- **Desire Loumou** - Head of Division: Directorate of Trade in Services, Investment, Intellectual Property Rights & Digital Trade (DTIID), AfCFTA Secretariat
- **Wambugu Wa Gichohi** - Franchise Consultant, Worldahead Franchising, Tanzania
- **Moseketsi Mpeta** - Head: Services SBU, Industrial Development Corporation (IDC), South Africa
- **Samantha Muna** - Co-founder and Director of Business Development, Triatum Hospitality, Kenya

Moderator: Sebulon Chicalu
Director Tourism and Gaming, Ministry of Environment, Forestry and Tourism, Namibia



13:30 - 14:30

LUNCH BREAK

SESSION 4

Creative and Cultural Industries and its contribution to Intra-African Trade under the AfCFTA

14:30 - 15:30

- **Artist from Francophone Africa / Producer – Invited**
- **Beatrice Chaytor** – Head of Division, Trade in Services, DTIID, AfCFTA Secretariat
- **Hon. Tumiso Rakgare** – Ministry of Youth Empowerment, Sport and Culture Development, Botswana
- **Kenneth Agyapong** – COO & Co-founder, AfroFuture, Ghana
- **Renowned Artist from Botswana – Invited**

Moderator: Didier Dogley
Founder and Director Inspire for Tomorrow Consulting Services company Seychelles & Former Minister of Tourism, Civil Aviation, Ports & Marine, Seychelles

SESSION 5

Facilitating the movement of Tourism professionals under the AfCFTA

14:30 - 15:30

- **Emily Mburu-Ndoria** – Director, Directorate of Trade in Services, Investment, Intellectual Property Rights & Digital Trade (DTIID) AfCFTA Secretariat
- **Susan Akon Akporiaye** – President National Association of Nigerian Travel Agencies (NANTA) & Deputy president of Federation of Tourism Association of Nigeria (FTAN), Nigeria
- **Susan Ongalo** – CEO, Kenya Tourism Federation, Kenya Hon.
- **Sandile Chipunza** – Manager External Affairs & Sustainability, AME Regional Business Development IATA, South Africa
- **Miller Matola** – Chief Executive Officer, Milvest Advisory

Moderator: Lee-Anne Bac – Director, BDO, South Africa

SESSION 6

Wrap-up & closing remarks

Naledi Moleo – News Anchor, SABC, South Africa

16:30 - 17:00

H.E. Wamkele Mene – Secretary-General, Africa Continental Free Trade Area (AfCFTA Secretariat)

Marriott International Cocktail (By Invitation Only)



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Programme

AfCFTA Forum on Tourism, Creatives, and Cultural Industries



05 October 2023 Thursday | ATLF DAY 2 G.I.C.C Tsodilo Hall

Programme Director
Gaona Dintwe

<p>08:00 – 08:50</p>	<p>Registration and networking session</p>	
<p>09:00 – 09:05</p>	<p>Message by Botswana Tourism Organisation</p>	<p>Wincey Ramaphoi – Botswana Tourism Board Chairperson</p>
<p>Session 1 09:05 – 10:00</p>	<p>Dialogue implementation pathways: AfCFTA Forum on Tourism, Creatives, and Cultural Industries</p>	<ul style="list-style-type: none"> • Hon. Patricia de Lille – MP, Minister of Tourism, South Africa • Emily Mburu-Ndoria – Director, Directorate of Trade in Services, Investment, Intellectual Property Rights & Digital Trade (DTIID) AfCFTA Secretariat • Didier Dogley – Founder & Director, Inspire for Tomorrow Consulting Services Company & Former Minister of Tourism, Civil Aviation, Ports & Marine, Seychelles • Ben Anane-Nsiah – Deputy CEO, Ghana Tourism Authority <p>Moderator: Naledi Moleo – News Anchor, SABC, South Africa</p>
<p>Session 2 10:00 – 11:00</p>	<p>Expert Presentation and Thought Leadership Dialogue on Intra-Africa airlift, access and connectivity</p> <p>Integrating sustainable national airline, air access and travel facilitation systems as strategic priorities for national tourism growth in Africa countries</p>	<ul style="list-style-type: none"> • Derek Hanekom – Chairperson, South African Airways • Jon Danks – CEO, Africa Travel and Tourism Association, UK • Alan Renaud – Principal Secretary, Department of Civil Aviation, Ports and Marine, Ministry of Transport, Seychelles • Boikanyo Osego Ntwaagae – Director Commercial, Air Botswana, Botswana • Beatrice Chaytor – Head of Division, Trade in Services – DTIID, AfCFTA Secretariat <p>Moderator: Agnes Mucuha – Chief Executive Officer – Kenya Association of Travel</p>



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11:00 – 11:15	REFRESHMENT & DESTINATION BOTSWANA SHOWCASE & PARTNERS VISUAL INSERTS	
Session 3 11:15 – 12:15	Optimising Returns on Tourism and Hospitality Investment in Africa Unpacking practical steps for accessing private and development finance for tourism and hospitality infrastructure in African.	<ul style="list-style-type: none"> • Moseketsi Mpeta – Head: Services SBU, Industrial Development Corporation (IDC), South Africa • Margareth Gustavo – Executive Director: Strategy & Branding, Namibia Investment Promotion and Development Board • Jerry Mabena – CEO, Motsamayi Tourism Group, South Africa • Frank Mustaff – Managing Director, Horwath HTL, East Africa <p>Moderator – Bernadine Galliver – Vice President: Tourism Advisory JLL’s Hotels & Hospitality Group</p>
Session 4 09:05 – 10:00	Developing youth and women employability and entrepreneurship Unlocking the economic value and commercial opportunities for African youth through heritage, creative arts and cultural tourism assets for youth and women employability and entrepreneurship	<ul style="list-style-type: none"> • Thabo Seshoka – Senior Manager: Heritage, Hospitality & Tourism, Transnet, South Africa • Bokani Mathape – Founder & President, Women in Tourism Botswana • H.E Petra Pereyra – EU Ambassador to the Republic of Botswana and SADC • Gloria Kisilu – Founder, The Shaba, Kenya • Daphine Lekipaika – Services Expert: Directorate of Trade in Services, Investment, Intellectual Property Rights & Digital Trade (DTIID), AfCFTA Secretariat <p>Moderator – Hon. Heather Sibungo – Deputy Minister: Environment, Tourism and Forestry, Namibia</p>
13:00 – 14:00	NETWORKING LUNCH & PARTNERS VISUAL INSERT	
Session 5 14:00– 15:00	Keynote message from ICCA: Insights into Opportunities for bidding and hosting Association Meetings, Conferences and Exhibitions Building destination competitiveness through futuristic approach to bidding and hosting Association Meetings	<ul style="list-style-type: none"> • Senthil Gopinath – Chief Executive Officer – ICCA • Esmare Steinhofel – Regional Director: Africa International Congress and Convention Association, (ICCA) • Zaim Muhammad – Managing Director, Red Berry Travel & Tours Dubai, UAE • Didier Scaillet – CEO – Meetings Profile, Belgium • Amanda Kotze-Nhlapo – Business Events Expert, South Africa • Gorata Gabaraane – CEO, Fairgrounds Holdings, Botswana <p>Moderator – Nonnie Kubeka – Executive Director, Gauteng Convention & Event Bureau, South Africa</p>



<p>Session 6 15:00 – 15:50</p>	<p>Spotlight on Sustainability in Tourism and Hospitality</p> <p>Green thinking, Innovation and Profitability in Action: Practical sustainability lessons for investors, entrepreneurs, accommodation and conference facilities</p>	<ul style="list-style-type: none"> • Evelyne Freiermuth – Director of Government Affairs, WTTC, UK • Mikul Shah – Co-founder, Purple Elephant Ventures, Kenya • Keith Vincent – CEO, Wilderness Holdings • Lee-Anne Bac – Director, BDO, South Africa <p>Moderator – Desire Loumou – Head of Division: Intellectual Property Rights & Digital Trade (DTIID), AfCFTA Secretariat</p>
<p>Session 7 15:50 – 16:50</p>	<p>The Next Frontier</p> <p>Exploiting digitalisation: Big data, media sales, business development and revenue generation tools for accommodation, travel trade and service providers Tourism and Hospitality Sector</p>	<ul style="list-style-type: none"> • Christy Tawii – Research Manager, Euromonitor, UK • Kojo Bentum – Founder and Managing Publisher, Voyage Afriq, Ghana & UNWTO Communication Expert for Africa Department • Jeanette Moloto – Director Global Sales, Sub-Saharan Africa, Marriott International Regional Office, Johannesburg, South Africa • Ridwaan Suliman – Senior Researcher/ Senior Research Associate, CSIR/ University of Johannesburg, South Africa • Naledi Moleo – News Anchor, SABC, South Africa <p>Moderator – Beatrice Chaytor – Head of Division, Trade in Services – DTIID, AfCFTA Secretariat</p>
<p>16:50 – 17:00</p>	<p>Key outcomes and synthesis of the day</p>	<ul style="list-style-type: none"> • Devota Mdachi – Ag. Head Of Events Department, National College of Tourism, Tanzania & Chairperson, Africa Tourism Leadership Forum & Awards • Christelle Grohmann – Director, BDO, South Africa
<p>17:00 – 22:00</p>	<p>CULTURAL NIGHT AT THREE DIKGOSI MONUMENT, CBD Programme Director Losika Sebone</p>	
<p>17:30 – 17:40</p>	<p>Welcome Message</p>	<p>Wincey Ramaphoi – Botswana Tourism Board Chairperson</p>
<p>17:40 – 18:00</p>	<p>Message by TAAB & Botswana Showcase</p>	<p>Abel Monnagotla – President, Travel Agents Association of Botswana</p>
<p>18:00 – 20:00</p>	<p>Keynote Message</p>	<p>HOSTED BY BTO & PARTNERS</p>



Programme

Africa Tourism Leadership Forum & Awards



06 October 2023

Friday | ATLF DAY 3

G.I.C.C Tsodilo Hall

Programme Director:
Oratile Kefithile

09h00 - 09h05	Introduction	Programme Director
09:05 - 09:10	Message from BTO	Wincey Ramaphoi - Botswana Tourism Board Chairperson
09:10 - 09:15	Message from Business Botswana	Gobusamang Dempsey Keebine - President, Business Botswana
09:15 - 09:25	Innovation, Education and Investment in Africa's Tourism Sector - Strategic Drivers For Increasing Tourist Arrival And Receipts In Africa	Natalia Bayona - Executive Director, UNWTO
09:25 - 09:30	Special Message from UNWTO - Africa Department Youth and Women Inclusivity: A strategic consideration for tourism value chain development	Elcia Grandcourt - Director for Africa, UNWTO
Session 1 09:30 - 10:30	Ministerial & Executives Dialogue on delivering successful tourism concession programmes Forging public-private sector partnerships to thoughtfully leverage concessions for tourism development in African communities	<ul style="list-style-type: none"> • Hon. Philda Nani Kereng - Minister of Environment and Tourism, Botswana • Hon. Barbara Rwodzi - Minister of Tourism and Hospitality, Zimbabwe • Seimy Shidute - Deputy Executive Director, Ministry of Environment, Forestry and Tourism, Namibia • Thabo Thamane - CEO, Citizen Entrepreneurial Development Agency (CEDA), Botswana <p>Moderator: Christelle Grohmann - Director, BDO, South Africa</p>



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<p>Session 2 10:30 – 11:30</p>	<p>Ministerial & Executives Dialogue 2</p> <p>Hard Talk on Intra-Africa Connectivity and Cost of Travel</p> <p>Implement result-oriented and practical measures for reducing cost intra-Africa travel and connectivity bottlenecks</p>	<ul style="list-style-type: none"> • Tshifhiwa Tshivhengwa – CEO, Tourism Business Council of south Africa • Abel Yifru – Area Manager South Africa, Ethiopian Airlines • Alan Renaud – Principal Secretary, Department of Civil Aviation, Ports and Marine, Ministry of Transport, Seychelles • Memory Kamthunzi – Executive Director, Malawi Tourism Council, Malawi <p>Moderator: Miller Matola – CEO, Millvest Advisory, South Africa</p>
<p>11:30 – 11:45</p>	<p>REFRESHMENT BREAK & NETWORKING SESSION & DESTINATION BOTSWANA SHOWCASE & PARTNERS' VISUAL INSERTS</p>	
<p>11:45 – 12:00</p>	<p>Unpacking The Power of Youth Travel – An untapped tourism business and revenue generation opportunity for tourism entrepreneurs, small businesses destinations and youth</p>	<ul style="list-style-type: none"> • Mikul Shah – Co-Founder & CEO, Purple Elephant Ventures, Kenya • Boipelo Tladinyane – African Solo Traveller and Author, South Africa <p>Interviewer – Dan D’souza – Senior Manager, Intrapreneurship, United Kingdom</p>
<p>12:00 – 13:00</p>	<p>Expert Dialogue on tourism accommodation operations in Africa</p> <p>Key ingredients for running a financial viable tourism accommodation and hospitality brands in a post Covid-19 era.</p>	<ul style="list-style-type: none"> • Jerry Mabena – Chief Executive Officer, Motsamayi Tourism Group, South Africa • Samantha Muna – Co-founder and Director of Business Development, Triatum Hospitality, Kenya • Robyn Williams – MRICS, CA(SA) – Senior Vice President – JLL, South Africa • Mokwena Morulane – Managing Director, Cresta Marakanelo Ltd, Botswana <p>Moderator – Kwakye Donkor – CEO, Africa Tourism Partners, South Africa</p>
<p>13:00 – 13:30</p>	<p>Key outcomes and synthesis of the day</p> <p>Vote of Thanks</p>	<p>Presenters</p> <ul style="list-style-type: none"> • Lee-Anne Bac – Director, BDO South Africa • Christelle Grohmann – Director, BDO, South Africa <p>Miller Matola – CEO, Millvest Advisory</p>



13:30 – 14:30	LUNCH & DESTINATION BOTSWANA SHOWCASE: INTER-CULTURAL & GASTRONOMY EXPERIENCE	
15:00 – 18:00	Gaborone City Tour	
19:00 – 22:00	Gala Dinner And Africa Tourism Leadership Awards	
19:00 – 19:05	Welcome & Introduction	Programme Director
19:05 – 19:15	Welcome Message	Joe Motse – Chairperson, Hospitality and Tourism Association of Botswana, Botswana
19:15 – 19:30	Keynote Message	Minister of Ministry of Environment and Tourism – Hon. Philda Nani Kereng
19:30 – 21:30	<p>Introduction of the Awards – Africa Youth in Tourism Innovative Challenge Top 3</p> <p>Africa Tourism In Leadership Awards</p>	<ul style="list-style-type: none"> • Barry Clemens – Chairperson of the Africa Youth in Tourism Innovation Challenges & Africa Tourism Innovation Hub • Akwasi Obeng Adjei – Director of Audit: Wealth, Investment Management and Insurance, Absa Group, South Africa & Project Lead, Africa Tourism Innovation Hub • Devota Mdachi – Co-Chairperson, Africa Tourism Leadership Awards • Givemore Chidzidzi – Co-Chairperson, Africa Tourism Leadership Awards • Christelle Grohmann – Director, BDO, South Africa & Auditor of Africa Tourism Leadership Awards • Lee-Anne Bac – Director, BDO South Africa <p>Vote of Thanks: Ben Anane Nsiah – Deputy CEO, Ghana Tourism Authority</p>



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- Winner: Cornell University Certificate, Grant Seed, Travel & Accommodation Africa in Tourism Innovation Summit and Mentorship (Estimated Value of US\$10 000)
- 1st Runner-up - Cornell University Certificate, Grant Seed, Travel & Accommodation Africa in Tourism Innovation Summit and Mentorship (Estimated Value of US\$8 000)
- 2nd Runner-up - Cornell University Certificate, Grant Seed, Travel & Accommodation Africa in Tourism Innovation Summit and Mentorship (Estimated Value of US\$6 000)

Additional benefits

- Complimentary enrolment for short courses provided by UNWTO.
- Mentorship, partnership, potential funding support and career opportunities.
- Opportunity to be part of an established network of Africa Youth in Tourism Mentors and Innovators through the newly launched Africa Tourism Innovation Hub with University of Durban and Technology, Cornell University, University of South Africa and Namibia University of Science and Technology

ABOUT AFRICA TOURISM LEADERSHIP AWARDS

This is the only pan African industry awards of its kind in Africa. It recognizes and celebrates change-makers and innovation pioneered by Africans, in Africa, for African travel, tourism, hospitality and aviation industries.

Particular attention and recognition is given to nominees who can prove their commitment to leadership through sustainability in tourism practices and policy-making.

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Categories

Leading in Progressive Policies' Award

A country, head of state, minister or government organization/team who has shown progressive and excellence in policy-making for sustainable tourism growth and development in their destination.

Most Innovative Business Tourism Destination Award

Most Innovative and Sustainable Business Tourism and MICE Destination in Africa based on destination rating, number of classified hotels, value for money, value chain development, number of visitors vs socio-economic benefits to the destination and/or green credentials.

Outstanding Entrepreneurship Award

An entrepreneur (or a small group of entrepreneurs) who has shown excellence in entrepreneurship in Africa's travel, tourism, hospitality and/or aviation industry.

Outstanding Africa Tourism Media & Marketing Award

The most influential media and/or marketing contribution to changing the image of Africa.

Outstanding Accommodation Facility / Group Award

Accommodation facility with best world class facilities, quality standards, service excellence provided to guests and sustainable practices (i.e. green credentials, decent employment practices, staff development opportunities) in Africa. Small operations are highly encouraged to participate.

Women in Leadership Award

The most inspiring and influential leading woman who has and continue to make and outstanding contribution to changing the course of tourism development in Africa.

Outstanding Tourism Transportation Award

Tourism transport organization providing the highest quality standard of service to travellers and has sustainability environmental credentials. This includes the most reliable and efficient transportation companies serving all destination in Africa including remote tourism destinations in Africa.

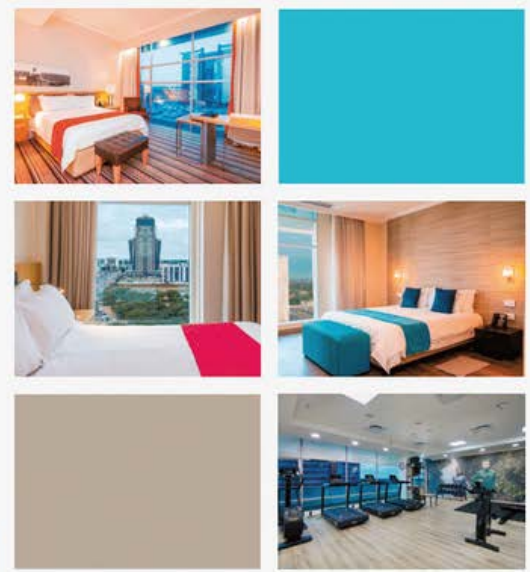
Championing Sustainability Award

Destination, business, third sector organization or policy that has made an outstanding contribution to conservation/ environmental protection and community development.

Destination Africa - Lifetime Award

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Criteria

The experts making up the nomination committee nominate three (3) nominees for each category on the basis of nomination received based on the following attributes:

- nominees must be a stakeholder in Africa's travel, tourism, hospitality and aviation industries – including public, private, third sector stakeholders, individuals or group of individuals, destinations, communities and other stakeholders operating in Africa.
- nominees must be doing something outstanding and innovative with measurable results.
- nominees must be involved in an outstanding project or initiative and demonstrate consistent achievements over a period of a minimum of 2 years.
- nominees must be able to demonstrate the sustainability of their operation in terms of the economic as well as environment and social impact (e.g. environmentally sensitive, ethical in their operations, inclusive in their workforce engagement).
- nominees must demonstrate some level innovation in entrepreneurship and/or technology.
- Only one nominee will receive an Award in each category.
- Auditing of awards will be done by BDO, South Africa.
- Nominees must be change-makers (individuals, organizations, countries and destinations) who are enhancing the competitiveness of Africa's Travel and Tourism industry.

A case for nomination using the attached form should be used. The form should include a maximum 500 words indicating max FIVE (5) most important reasons (organized in bullet points) for their nominations should be sent by email to: info@africatourismpartners.com

Rules For Nominees

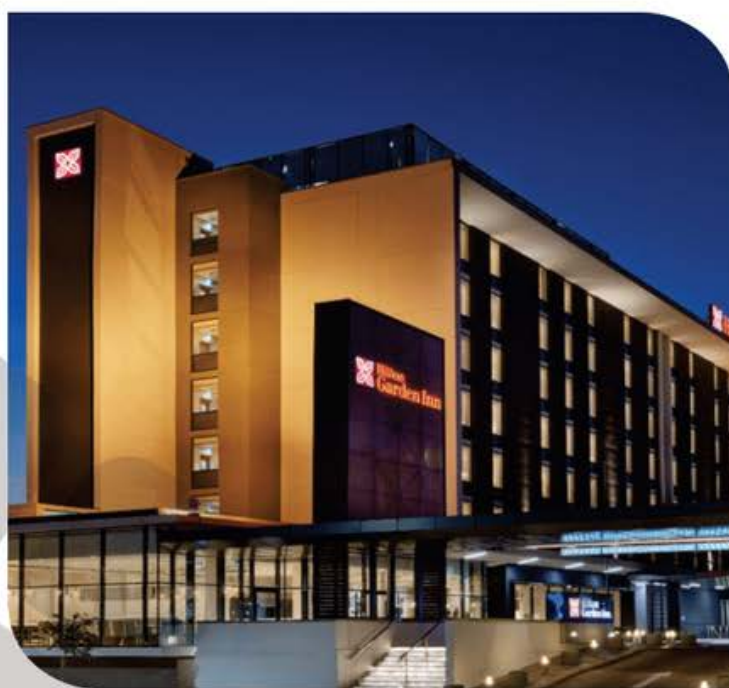
- The nominees can self-nominate or be nominated by others (by using the attached Nomination Form) and awards will be adjudicated by the committee.
- All nominees will be notified by Africa Tourism Partners about their nomination.
- Finalists may be asked to provide supporting materials including photos, videos, weblink, newspaper articles, brochures for marketing purposes to help promote themselves to voters.
- By accepting nomination, the nominee agrees (he/she, organization, destination or country representative) to attend the ATLF and Awards Ceremony in Durban, South Africa.

Benefits

- Free invitation to ATLF Master Class (in sustainable product development, MICE and Marketing) Awards Dinner and any side events.
- An opportunity to showcase services, products or destination during ATLF
- An endorsement by a nomination committee formed by internationally acclaimed experts.
- The opportunity to present the awardee's work to world at ATLF, and 12 months outstanding international media and digital marketing exposure at no cost.



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Speakers



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Secretary General, UNWTO,
Spain



H.E. Wamkele Mene
Secretary General,
AfCFTA Secretariat, Ghana



H.E. Elias M. Magosi
SADC Executive Secretary



Hon. Philda Nani Kereng
Minister of Environment & Tourism,
Botswana



Patricia de Lille
Minister of Tourism, MP,
South Africa



Hon. Tumiso MacDonald Rakgare
Minister of Youth, Gender, Sport and Culture,
Botswana



Hon. Mmusi Kgafela
Minister of Trade & Industry, MP of
Mochudi West Constituency,
Botswana



Hon. Babara Rowdzi
Minister of Environment, Climate,
Tourism & Hospitality Industry,
Zimbabwe



Hon. Heather Mwiza Sibungo
Deputy Minister, Environment, Forestry
and Tourism, Namibia



Speakers



Boikanyo Osego Ntwaagae
Director Commercial, Air Botswana,
Botswana



Elcia Grandcourt
Director, Africa Department UNWTO,
Spain



Senthil Gopinath
CEO, International Congress and
Convention Association (ICCA),
Netherlands



Emily Mburu-Ndoria
Director, Trade in Services, Investment,
Intellectual Property Rights and Digital
Trade AFCFTA Secretariat, Ghana



Derek Hanekom
Chairperson, South African Airways,
South Africa



Thabo P. Thamane
Chief Executive Officer, Citizen
Entrepreneurial Development Agency
(CEDA), Botswana



Frank Mustaff
Managing Director, Horwath HTL East Africa,
Rwanda



Moseketsi Mpeta
Head of Tourism & Services, Industrial
Development Corporation, South Africa



H.E. Ms Petra Pereyra
EU Ambassador to Botswana and SADC



Speakers



Evelyne Freiermuth

Director of Government Affairs, World Travel & Tourism Council, United Kingdom



Hamza Farooqui

CEO, Millat Investments, South Africa



Jon Danks

Chief Executive Officer, ATTA®, United Kingdom



Robyn Williams

Senior Vice President, JLL Hotels & Hospitality Group, Africa



Desire Loumou

Senior Trade Advisor on Trade in Services, AfCFTA Secretariat, Ghana



Dr. Kamilla Swart

Director, Sport & Entertainment Management, College of Science and Engineering, Hamad Bin Khalifa University, Qatar



Natalia Bayona

Executive Director, World Tourism Organization (UNWTO), Spain



Francisco Gómez Durán

Head of the Culture Unit, UNESCO's Regional Office for Southern Africa, Zimbabwe



Wambugu Wa Gichohi

Franchise Consultant & Expert, Africa Franchising Accelerator Project 2021-2025, Tanzania



Speakers



Keith Vincent

Chief Executive Officer,
Wilderness Holdings



Dan D'Souza

Senior Manager, Intrapreneurship,
United Kingdom



Devota Mdachi

Lecturer, Ag. Head Of Events Department,
National College of Tourism, Tanzania



Thabo Seshoka

Senior Manager: Heritage Assets &
Preservation, Transnet SOC Ltd,
South Africa



Susan Akon Akporiaye

President, National Association of
Nigeria Travel Agencies,
Nigeria



Bernadine Galliver

Vice President: Tourism Advisory, JLL and
Head of Tourism Advisory for Africa,
South Africa



Dr. Kwesi Eyison

Chief Executive Officer,
Pacific Tours, Ghana



Wincey Ramaphoi

Chairperson, Botswana Tourism
Organization, Botswana



Kwakye Donkor

CEO, Africa Tourism Partners,
South Africa



Speakers



Gloria Kisilu
CEO, The Shaba, Kenya



Miller Matola
CEO, Millvest Advisory, South Africa



Keitumetse Setlang
Acting CEO And Executive Head,
Marketing, Botswana Tourism Organisation,
Botswana



Bokani Mathape
Founder & President: Women In Tourism
Botswana, Botswana



Mokwena Morulane
Managing Director, Cresta
Marakanelo Ltd, Botswana



Susan Ongalo
Chief Executive, Kenya Tourism Federation,
Kenya



Sebulon Chiliho Chicalu
Director of Tourism and Gaming in the
Ministry of Environment, Forestry and
Tourism, Namibia



Jabulani Debedu
Principal Consultant, BDO Advisory
Services, South Africa



Tshifhiwa Tshivhengwa
CEO, Tourism Business Council
of South Africa, South Africa



Speakers



Christelle Grohmann
Director, BDO, South Africa



Didier Scaillet
CEO, SITE & SITE Foundation, Belgium



Esmaré Steinhöfel
Regional Director, Africa - International
Congress and Convention Association
(ICCA), South Africa



Jerry Mabena
CEO of Motsamayi Tourism Group,
South Africa



Barry Clemens
Group Chief Executive Officer -
Hospitality EQ, Kenya



Zaim Muhammad
Travel & Tourism Consultant, Dubai,
United Arab Emirates



Joe Motse
Chairperson, Hospitality and Tourism
Association of Botswana, Botswana



Mikul Shah
Co-founder, Purple Elephant Ventures,
Kenya



Gobusamang Keebine
Managing Director, Inter Cargo Services
(Pty) Ltd, ICS Travel and Tours, & ICS
Aviation (Pty) Ltd, Botswana



Speakers



Winnie Muchanyuka
CEO, Zimbabwe Tourism Authority,
Zimbabwe



Didier Dogley
Founder & Director of Inspire
Tomorrow Consulting, Seychelles



Glenton De Kock
CEO, Southern African Association for the
Conference Industry (SAACI), South Africa



Kennedy Agyapong
Chief Operating Officer, Culture
Management Group, Ghana



Lily Rakorong
CEO, Hospitality & Tourism Association
of Botswana, Botswana



Agnes Mucuha
CEO, Kenya Association of Travel Agents,
Kenya



Samantha Muna
Co-founder, Group MD & Business
Development Leader, Trainum Hospitality,
Kenya



Lee-Anne Bac
Director, BDO Advisory Services,
South Africa



Jeanette Moloto
Director: Global Sales South Africa, Sub-
Saharan Africa & West Africa Marriott
International Regional Office, South Africa



Speakers



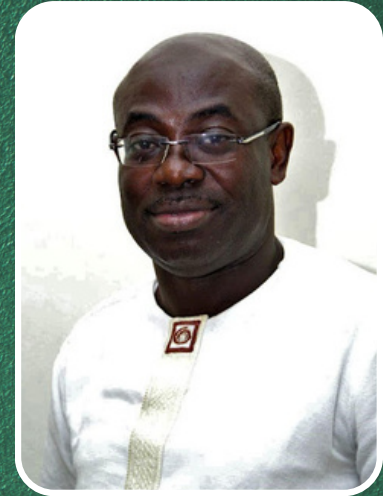
Sandile Chipunza

Manager, External Affairs & Sustainability
- Africa, IATA, South Africa



Dr. Ridhwaan Suliman

Senior Researcher, Information and Cyber
Security Centre, CSIR, University of
Johannesburg, NITheCS, South Africa



Ben Anane Nsiah

Deputy CEO, General Services, Ghana
Tourism Authority, Ghana



Lesedi Tomana Nduna

Lecturer: Tourism,
University of South Africa, South Africa



Dr. Brian Ngwako Mahosi

Section Head: Entrepreneurship,
University of South Africa, South Africa



Alan Renaud

Principal Secretary, Department of Civil
Aviation, Ports and Marine Ministry of
Transport, Seychelles



Nosiphiwo Mahlangu

Lecturer: Tourism Management,
University of South Africa, South Africa



Boipelo Tladinyane

African Solo Traveller and Author, South
Africa



Akwasi Obeng Adjei

Director of Audit: Wealth, Investment
Management and Insurance, Absa Group, South
Africa & Project Lead, Africa Tourism Innovation
Hub, South Africa



Speakers



Beatrice Chaytor
Head of Trade in Services,
AfCFTA Secretariat, Ghana



Daphine Natacha Lekipaika
Junior Expert, Trade in Services,
AfCFTA Secretariat, Ghana



Katlego Mphahlele CA(SA)
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