

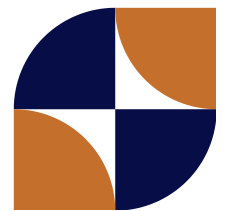


AFRICA CONNECTS IN BOTSWANA

7th Edition & 2024 Africa Tourism Leadership Forum & Awards

GRAND PALM HOTEL, GABORONE, BOTSWANA

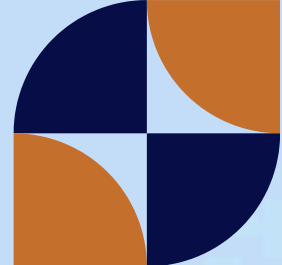
03 - 06 SEPTEMBER 2024



Theme: Charting a new path forward for Intra-Africa Travel, Tourism & Investments.



H.H SLUMBER TSOGWANE
THE ACTING PRESIDENT OF BOTSWANA

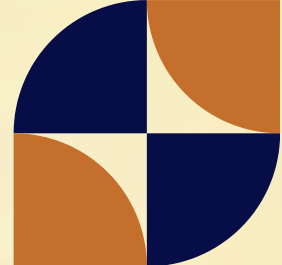


HON WILHEMINA TEBOGO MAKWINJA

ACTING MINISTER OF ENVIROMENT & TOURISM



H.E ZURAB POLOLIKASHVILI
SECRETARY GENERAL, UN TOURISM



H.E WAMKELE MENE
SECRETARY GENERAL, AfCFTA

TRIBUTE TO

MINISTER DUMEZWENI

MESHACK MTHIMKHULU



that earned him the respect of the international world as the Minister of Environment and Tourism. Minister Mthimkhulu led a high powered delegation to Europe in March 2024 to advance Botswana's position against plans by European countries to ban import of hunting trophies. He was relentless in championing the regional position in the face of increased human-wildlife conflict caused by the explosion in the number of African elephants especially in Botswana. In an interview with one of the highest circulating newspapers in London, the Daily Mail, Minister Mthimkhulu caused a stir by offering the United Kingdom, ten thousand elephants to be let free in Hyde Park to demonstrate the extent of the problem in Botswana. The statement was picked by other mainstream media outlets especially when His Excellency the President Dr Mokgweetsi Eric Keabetswe Masisi doubled the offer to Germany.

Minister Mthimkhulu led the Ministry diligently in delivering its mandate of environmental conservation as well as propelling the growth of the tourism sector for the benefit of Botswana. He was passionate about delivering projects geared towards diversification of Botswana's tourism product by promoting heritage and cultural tourism through events and development of museums and heritage sites. He will be remembered by the zeal and commitment he had for equity and empowerment of all. To Minister Mthimkhulu, it was always about Botswana and Botswana first on a daily basis and he imparted this to the entire team at the Ministry. A legacy we will all continue to cherish and live by to ensure prosperity for all is realized by 2036 and beyond.

At the time of his demise Minister Mthimkhulu had won the BDP primary elections (bulela ditswe) for the Gaborone South constituency.

His early legal career saw him work for the office of the Attorney General and later left for private practice where he subsequently established his law firm in 2015 named DM Mthimkhulu Attorneys.

In tribute to Minister Mthimkhulu's contribution to conservation, the International Council for Game and Wildlife Conservation CIC described him as passionate advocate for the sustainable use of wildlife resources, playing a crucial role in shaping Botswana's conservation policies. His leadership and vision were not confined to Botswana; he was a respected figure on the global stage, particularly in his forthright defence of sustainable hunting as a legitimate tool for conservation.

The Chairman of the African Group of Negotiators on Climate Change also sent his condolences to the Mthimkhulu family, the government and the people of Botswana on the untimely death of Minister Mthimkhulu.

Minister Mthimkhulu is survived by his wife Tebogo Victoria Mthimkhulu and children as well as six siblings.

The late Dumezweni Meshack Mthimkhulu was the sixth child of the late Victoria Molefhe and Adam Mthimkhulu of Tloaneng village near Mmankgodi in the South-East District. Born on the 14th of December 1978, Mthimkhulu did his primary education at Ithuteng Primary School in Gaborone. He then proceeded to do his Secondary education at St. Joseph's College in Kgale, and his tertiary education at the University of Botswana where he graduated with a Bachelor of Laws (LLB). Mthimkhulu began his political life while still at the University of Botswana in 1998. He became a legal secretary for the Botswana National Front Youth league in 2009.

He first contested elected office in 2014 as an independent candidate commonly known as 'Mokoko' for Gaborone South but did not win. He joined the ruling Botswana Democratic Party a year later and subsequently won the race for the Parliamentary Candidate for Gaborone South in the 2019 General Elections.

Honourable Mthimkhulu was appointed Assistant Minister in the Ministry for State President, by His Excellency the President Dr Mokgweetsi Eric Keabetswe Masisi and later given the portfolio of Minister of Environment and Tourism in February 2024, a position he held until his untimely death.

Minister Mthimkhulu had a very sharp legal analytical brain and was a tough negotiator. Despite his kind demeanor, he was resolute and tenacious in advancing his position and was not easily swayed especially when he felt a principle is being compromised. It was his deep conviction in the conservation stance taken by Botswana against the ban on hunting trophies



Message from AfCFTA Secretariat

H.E Wamkele Mene
Secretary General



A Single African Tourism Market

In the heart of our continent lies an uncharted path, brimming with potential, ambition, and the promise of a unified future. The African Continental Free Trade Area (AfCFTA) Agreement stands as a beacon of this future, guiding us towards unprecedented economic integration and shared prosperity. The Agreement is not merely a document; it is a testament to our collective will to chart a new course for Africa—a course that bridges the diverse landscapes of our nations, provides unprecedented market access for African businesses, and unleashes the boundless potential of our people and industries.

Today, we are on the cusp of a transformative era, where the threads of Tourism, Creativity, and Cultural heritage are woven into the very fabric of this strategy towards continental integration. The AfCFTA, through its Protocols on Trade in Services, Trade in Goods, and Intellectual Property Rights, presents a groundbreaking opportunity to foster sustainable growth in these vital sectors. It is a vision that seeks to enhance Africa's global competitiveness and intra-African trade while celebrating our rich cultural diversity.

The journey towards a Single African Tourism Market is underpinned by the Protocol on Trade in Services, which adopts an ambitious liberalisation strategy that promises to open new horizons for our continent. Progressive market liberalization, as captured in the State Parties' schedules of specific commitments, is being done concurrently with the 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. They ensure that service providers across Africa operate within a system that values non-discrimination, reduces barriers, and promotes unprecedented market access for African tourism service providers on the continent.

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.

The emphasis on a transparent and enabling policy environment under the AfCFTA is set to accelerate investments in the Tourism, Creatives, and Cultural sectors, driving infrastructure and sectoral development, and creating jobs that will transform communities, sectors and people's lives across Africa. 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.

The commencement of trading under the AfCFTA Services Regime, with twenty-two Schedules of Specific Commitments adopted by the African Union Assembly, marks a pivotal moment in our journey. It is a moment that reaffirms our commitment to unlocking the full potential of tourism in Africa—a sector that holds the power to significantly contribute to global GDP, service exports, and employment. Within the Tourism sector, these commitments outline substantial preferential opportunities for African businesses and service providers. These opportunities span a wide range of niches, including hotels and restaurants (including catering), travel agencies and tour operator services, tourist guide services, and a number of other tourism services. The potential for growth and development in these areas is vast, offering new avenues for investment and expansion. In this regard, the Guided Trade Initiative on Trade in Services is designed to accelerate the implementation of the 22 adopted schedules of specific commitments under the AfCFTA. The work under the initiative offers more than just expansion; it is a catalyst for further inputs into other interlinked sectors, fostering a web of economic interdependence that strengthens our collective growth.

Against this background, the baton has now been passed to the private sector to seize these opportunities. The AfCFTA provides an unprecedented platform for investment and business matchmaking, facilitating partnerships, securing funding, and expanding into new markets. The private sector is urged to capitalize on these opportunities, leveraging the framework provided by the AfCFTA to drive growth, innovation, and collaboration across the continent. The AfCFTA Secretariat stands ready to support this journey.

As we look forward to the forthcoming second edition of the AfCFTA Forum on Tourism, Creatives and Cultural Industries, alongside the Africa Tourism Leadership Forum and Awards, in collaboration with Africa Tourism Partners, we stand at the threshold of a new chapter in African tourism. This Forum is not just an event; it is a catalyst for structural transformation, a gathering of minds dedicated to shaping the future of our continent in the Tourism Sector. In alignment with the AU Agenda 2063's vision for a prosperous and culturally vibrant Africa, this Forum will serve as a pivotal platform for addressing the challenges and seizing the opportunities that lie ahead.

Let us embrace this moment with the determination and creativity that define us as Africans. Let us work together, across borders and sectors, to build a single African tourism market that is not only integrated but also flourishing—a market that stands as a testament to what we can achieve when we unite for the common good. The future is ours to shape, we can create 'the Africa we want'.





Message from UN Tourism

Elcia Grandcourt
Director, Africa Department



Charting A New Path for Intra-African Travel & Tourism Investments

As we gather for the 7th edition of the Africa Tourism Leadership Forum (ATLF), themed “Charting A New Path for Intra-African Travel & Tourism Investments,” we are reminded of the symbiotic relationship between these two sectors where connectivity is redefining the boundaries of possibility for intra-African travel and tourism’s role in fostering economic growth, cultural exchange and sustainable development in shaping Africa’s future.

Intra-African travel and tourism have long been recognized as powerful engines of economic development, capable of fostering deeper regional integration, creating jobs, and enhancing cultural exchange. Yet, despite this recognition, numerous barriers continue to impede the free movement of people, goods, and services across African countries. Overcoming these barriers is essential for realizing the continent’s full tourism potential and ensuring that Africa’s diverse and rich cultural heritage is accessible to all Africans.

Un Tourism remains committed in promoting tourism as a key driver of development and has been advocating through various initiatives for enhanced infrastructure, improved accessibility, and creating conducive environments for investment in Africa’s tourism sector. The recently launched series of [Tourism Doing Business reports](#) serves as a key resource for investors, offering essential insights into the investment climate of various countries and highlighting emerging opportunities. The publications promote redesigning an investment framework where education, innovation, and sustainability are the fundamental pillars. Additionally, we have seen various countries taking steps to adopt measures for the promotion of visa-free travel between African nations, the strengthening of tourism policies, and the establishment of regional cooperation frameworks. These developments represent the foundation for a more connected and economically vibrant Africa.

The focus on investments is particularly timely, however, both the public and private sector stakeholders must continue to work towards creating an environment that is conducive to both local and international investments in the tourism sector. This includes emphasizing infrastructure, enhancing security, and streamlining regulatory frameworks to make it easier for businesses to operate and thrive in Africa. Additionally, there is a need to diversify tourism offerings beyond traditional attractions to include cultural, ecological, and adventure tourism, to appeal to different types of travelers and to ensure that the benefits of tourism are equitably distributed across communities and fostering a sustainable tourism model that protects Africa’s rich natural and cultural heritage.

The role of technology and innovation in this new path cannot be overstated. Leveraging digital platforms and emerging technologies will be crucial in driving efficiency, expanding market reach, and improving the overall visitor experience. Additionally, promoting sustainable tourism practices will ensure that the growth of the sector is inclusive, environmentally friendly, and beneficial to all stakeholders.

The ATLF serves as a great platform for dialogue, innovation, and partnership, bringing together key stakeholders from both the public and private sectors to discuss and develop strategies for advancing intra-African travel. As we gather for this year’s edition, let us commit to working together to unlock new opportunities for intra-African travel and tourism investments.





Message from Botswana Tourism

Keitumetse Setlang
Chief Executive Officer



It is with immense pleasure that I welcome you to the 7th edition of the Africa Tourism Leadership Forum & Awards, a hallmark event in the tourism sector that brings together visionaries, leaders, and professionals dedicated to advancing tourism across our beautiful continent. As Botswana hosts this prestigious gathering, we take pride in offering a platform that catalyzes dialogue, innovation, and collaboration.

This year's Forum aligns perfectly with our nation's tourism strategy, emphasizing sustainable growth, diversification of our tourism offerings, and enhancing citizen participation. Through strategic initiatives and partnerships, our goal is to not only make Botswana a top destination but also to contribute significantly to the broader African tourism landscape.

Our revised Tourism Policy emphasizes diversity, citizen empowerment, and the meeting incentives, conferences, and exhibitions (MICE) sector. This event echoes our goals by bringing together a diverse group of speakers and delegates to discuss and pave the way forward for tourism.

Africa is a continent blessed with unparalleled natural beauty and resources. It is our collective responsibility to protect these assets through robust governance and sustainable practices, ensuring that we can counteract the adverse effects of climate change and pass this heritage onto future generations.

We continue to invest in Meeting Incentives Conferences Exhibitions (MICE) tourism as a key pillar in our development agenda. This event showcases our capability and commitment to providing world-class facilities and experiences.

Our collective efforts with the United Nations World Tourism Organisation (UNWTO), Africa Tourism Partners (ATP), and various stakeholders are aimed at crafting a resilient and thriving tourism environment. We express sincere appreciation to all our partners, sponsors, and supporters whose efforts are invaluable to the success of this Forum.

Congratulations to all the nominees of this year's Africa Tourism Leadership Awards. Your contributions to the tourism sector are truly commendable, and your ability to inspire and lead is vital for continuous growth and dynamism in our industry.

I encourage all participants to take the opportunity to explore Botswana's rich cultural heritage and natural wonders during your stay. May this Forum be inspirational and fruitful for all involved.

Thank you for being part of this incredible journey. Let us continue to work towards a prosperous and sustainable future for African tourism.





Message from Africa Tourism Partners

Kwakye Donkor Chief Executive Officer



Welcome to the 7th & 2024 Edition of Africa Tourism Leadership Forum & Awards

Over the past three years, Botswana has been the proud host of the Africa Tourism Leadership Forum and Awards. We therefore take this opportunity to express our heartfelt gratitude to His Excellency Dr. Mokgweetsi Eric Keabetswe Masisi, President of Republic of Botswana and the Government of Botswana through BTO. We hope for future collaboration as we continue to shape Destination Africa's narratives. Botswana will be missed!

Accelerating intra-African travel, tourism, and hospitality transition is imperative to improving tourism's contribution to national GDPs while addressing youth unemployment challenges and improving tourism investment levels, which remain far below the scale and pace of change needed. Unlocking the potential of intra-Africa travel today is not just a step towards tourism growth in Africa but also a beacon of hope for our youth. This presents a clear opportunity for businesses. The Forum has united pan-African tourism actors and global partners to drive impactful change – creating historic initiatives, industry breakthroughs, and economic solutions transforming the state of tourism in Africa.

The outcomes of the Forum have inspired public-private stakeholders in the African tourism sector to develop several vital solutions implemented on the ground to facilitate intra-Africa tourism development and travel businesses. Five (5) among them are:

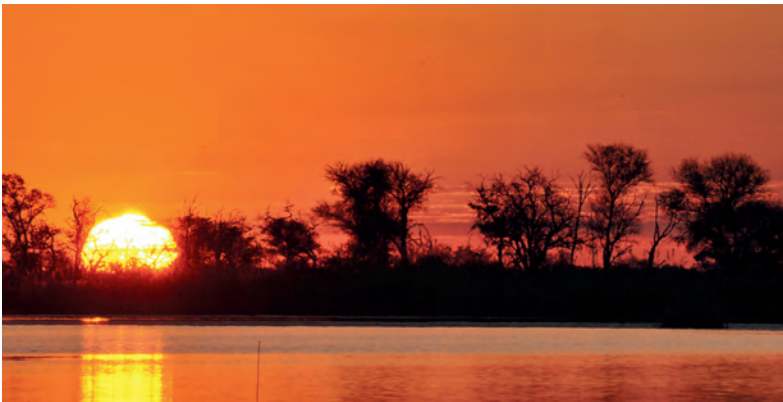
- ATLF Alumni Network - The creation of a network of over 600 ATLF Alumni Network members, consisting of travel trade, travel media and industry professionals. These members are now selling Botswana in over 60 countries. The network members are also currently trading and pursuing Intra-Africa travel business opportunities.
- Africa Tourism Private Sector Alliance (ATPSA) - The Africa Tourism Private Sector Alliance (ATPSA) is a platform of private sector organisations of the Tourism industry operating across African Union Member states, including in the single continental Tourism Market established under the African Continental Free Trade Area (AfCFTA) Agreement. It has a membership of over 16 countries.
- AfCFTA Forum on Tourism, Creative and Cultural Industries – This is a partnership between Africa Tourism Partners and AfCFTA Secretariat to host the annual forum, which seeks to involve key Pan-African and intra-Africa travel and tourism stakeholders and related sectors to harness the value of the continent's creative and cultural assets to stimulate demand for intra-Africa travel.
- Africa Tourism Innovation hub - The launch of the Africa Youth In Tourism Innovation Summit, a testament to our commitment to empowering the youth in the tourism sector, is a significant step towards a brighter future for Africa's tourism industry. This initiative, developed in collaboration with Namibia University of Science and Technology, Cape Peninsula of Technology, and Namibia Ministry of Environment and Forestry and Tourism, is set to impact the industry.
- State of Africa Tourism Report – The first edition of ATP's State of Africa Tourism Report will be launched in the last quarter of 2024, so watch the space!

The integration of the intra-Africa travel marketplace initiative and entrepreneurship masterclass has helped many small enterprises and entrepreneurs in Botswana successfully transition from local to cross-border businesses. This presents a significant opportunity for Botswana to enhance domestic, regional, and intra-African tourism growth, reducing its dependency on non-African tourist arrivals and associated economic leakages.





Our Partners











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**





Introduction

About the Forum

The 2022 (5th edition) and 2023 (6th edition) of the Africa Tourism Leadership Forum (ATLF) and Awards were opened by His Excellency Dr. Mokgweetsi Eric Keabetswe Masisi, President of Republic of Botswana, and His Honor the Vice President of Botswana, Slumber Tsogwane, respectively. These editions focused on strategic priorities for the years ahead, including promoting intra-African tourism and travel, improving the traveller's experience, fostering improved visa regimes and connectivity, and hospitality investments.

In partnership with the UN Tourism, BDO, ICCA and other key partners, the 7th Annual ATLF will provide a crucial space for participants to focus on opportunities for driving Africa's future growth through intra-African travel, tourism and hospitality innovation, education, and investments.

Since its inception in 2018, the Forum has been hosted by the governments of Ghana (2018), South Africa (2019), Rwanda (2020 – 2021) and Botswana (2022-2024). All previous editions inspired discussions and actionable solutions around charting new pathways for economic growth through travel and tourism. Since its inception in 2018, the Forum has been hosted by the governments of Ghana (2018), South Africa (2019), Rwanda (2020 – 2021) and Botswana (2022-2024).

All previous editions inspired discussions and actionable solutions around charting new pathways for economic growth through travel and tourism. All past editions have collectively supported over 5000 African industry actors, including African policy-makers, businesses and other stakeholders, in balancing growth and fostering innovation.

The Africa Tourism Leadership Awards

The Africa Tourism Leadership Awards, a vital feature of the Forum, has recognised the exceptional contributions of 60 businesses, policy-makers, destinations and individuals in Africa's travel, tourism, hospitality and aviation sectors. The winners of the awards highlight the multidimensional nature of the tourism sector. These awardees are celebrated as leading the way in building more innovative and sustainable African tourism.

INVESTMENT, INNOVATION & EDUCATION



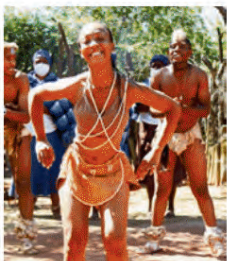


BOTSWANA

BREATHTAKINGLY BEAUTIFUL

Supportive of the ecosystem and local inhabitants, Botswana is full of delights that are rewarding and enjoyable to travellers of all ages. Wildlife and nature come top of the list of Botswana's attractions.

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



CULTURE | GASTRONOMY | WILDLIFE | STUNNING BEAUTY

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

botswana
tourism





Thematic Areas and Programme

The programme is comprehensive and multidimensional, characterizing Africa's future growth through new models for intra-Africa travel. It is underpinned by three (3) dimensions: Investments, Education, and Innovation.

Other thematic areas are Inclusiveness, Sustainability, and Cooperation. Many stakeholders use the insights and critical takeaways to identify improvement areas, resolve trade-offs, or exploit synergies across the business. While every travel and tourism entity has a unique growth trajectory, ATLF offers distinct one-on-one travel and tourism business development opportunities, networking platforms and growth pathway archetypes.

Objective

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).

INVESTMENT, INNOVATION & EDUCATION





GRANDEUR
RENTALS

Luxury CAR RENTAL

Luxury • Reliable • Efficient



+267 75015634

@ info.grandeurrental@gmail.com

BOOK NOW!



Overview & Background

Africa Tourism Partners in collaboration with the UN Tourism, 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 Strategic Intent

- 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.

INVESTMENT, INNOVATION & EDUCATION





AfCFTA Forum on Tourism, Creative & 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.

INVESTMENT, INNOVATION & EDUCATION





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



Work, Shop, Play & Stay

Your blissful escape, luxury and comfort at the Protea Hotel by Marriott Gaborone Masa Square is designed as a beacon for comfort, class and to capture the essence of the elegance of Botswana, whether attending a conference in the center of Botswana or escaping for leisure.

Located in the iconic Masa Square poised to be the ultimate work, shop, play and stay center in the country. Boasting 152 stylish guest rooms and 30 long stay self-catering apartments, each accommodation is furnished in a classic, comfortable style. Dine in at Don Carlos restaurant or relax at the Carlitos Café while enjoying brewed coffee sourced specifically from renowned coffee bean regions throughout Africa filled with exotic and rich flavors.

Explore the rooftop pool and Gin bar for social moments. Featuring a conference center perfect for both big and small events and conveniently located in the CBD of Gaborone 20 minutes away from the Sir Seretse Khama International Airport. On-site amenities include a fitness facility, cinema in Masa Centre and golf course nearby.



For Bookings:
Email: info@masasquarehotel.com
Tel: +267 315 9954 / 72 302 543
www.marriott.com

INVESTMENT, INNOVATION & EDUCATION





The Benefits to Participants

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.

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.





The Benefits to Host & Strategic Partners

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 Intra-Africa Travel 1-on-1 Business Exchange 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

Inclusive Action – Learning Programme for Small Enterprises, Entrepreneurs & Youth

- 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.

Strengthen Destination brand positioning through AfCFTA Tourism, Cultural & Creative Industries Forum

INVESTMENT, INNOVATION & EDUCATION





TRADING & TRAINING DAY, 3 SEPTEMBER 2024

B2B & B2G NETWORKING SESSION

- ATLF connect with high-level African government delegations including Heads of State, senior African government tourism officials, CEOs and senior executives of travel, tourism, aviation and hospitality companies.
- Elevate your personal and organizational brand, discover new business partners, discover new investment opportunities or investors among the hundreds of trade and investment professionals.
- This offers bespoke intra-Africa travel and tourism opportunity for marketing, sales, business development and networking in professional and personalised setting for suppliers (accommodation and service providers) to meet-up with travel agents and tour operators (buyers) in structured setting.

| | | |
|---------------|---|--|
| 09H00 - 11H00 | Intra-Africa Destination Showcase, Speed Marketing & Exhibition with Africa Tourism Private Sector Alliance VENUE: Exhibition Hall | |
| | Participants : Hosted Buyers, Hosted Media, Tour Operators, Hotels and Accommodation Facilities, Conference Venues, Travel Agents, National Tourism Entities, DMCs, DMOs and Hospitality Service Providers across Africa <ul style="list-style-type: none"> • Session 1 - Marriott International, ICCA and Partners' Showcase • Session 2 - Southern Africa - Botswana, Namibia, South Africa, Swaziland, Zambia and Zimbabwe • Session 3 - West Africa - Gambia, Ghana and Nigeria, • Session 4 - East Africa - D R Congo and Ethiopia, Kenya, Rwanda, Tanzania, Uganda and Zanzibar • Session 5 - Ocean Islands: Mauritius and Seychelles | |
| 11H00 - 11H15 | Networking Break | |
| 11H15 - 13H00 | Speed Marketing: Travel Trade 1-on-1 Business-to-Business Meetings (5 Minutes per meeting) Participants: All Members of Africa Tourism Private Sector Alliance, hosted buyers, Associations, Botswana travel and Tourism Stakeholders and all interested attendees | |
| 11H00 - 11H15 | End of Speed Marketing and Networking Launch | |
| 12H00 | Speed Marketing: Travel Trade 1-on-1 Business-to-Business Meetings (5 minutes per meeting) | Programme Director: Devota Mdachi - Co-chairperson, Africa Tourism Leadership Awards & Head, Marketing and Communications Unit, National College of Tourism, Tanzania |
| 09H20 - 10H00 | Entrepreneurial Training and Coaching Venue: Grand Palm Hotel | Programme Director: Sebulon Chicalu - Director, Tourism and Gaming, Ministry of Environment, Forestry and Tourism, Namibia |
| | <ul style="list-style-type: none"> • Introduction • Welcome Messages • Key Message | Kwakye Donkor - CEO, Africa Tourism Partners Keitumeste Setlang - CEO, Botswana Tourism Organisation Lilly Rakorong - CEO, HATAB |
| 10H00 - 11H00 | The fundamentals of Entrepreneurs: Learning about critical steps of changing ideas into commercial opportunities and creating values. | Septi Bukula - Founder & Director, Rendzo Network, South Africa |
| 11H00 - 11H15 | Networking Break | |
| 11H15 - 12H15 | MICE (Meetings, Incentives, Conferences and Exhibition) – An innovative pathways youth entrepreneurship in tourism | Prof. Nellie Swart - Certified Meeting Professional® (CMP) and Associate Professor: Tourism Management, University of South Africa |





| | | |
|---------------|---|--|
| 12H15 - 13H00 | Understanding the AfCFTA Protocol on Trade in Services: Opportunities in the Single African Tourism Market | AfCFTA Secretariat |
| 13H00 - 14H00 | Networking Lunch | |
| 14H00 - 16H30 | Entrepreneurship Masterclass Topic 1: Importance of business events to tourist destinations Topic 2: An overview of strategic business event management Topic 3: An overview of business event management | <ul style="list-style-type: none"> • Prof. Nellie Swart – Certified Meeting Professional® (CMP) and Associate Professor: Tourism Management, University of South Africa • Nosiphiwo Mahlangu – Lecturer: Tourism Management, University of South Africa • Dr. Brian Mahosi – Lecturer: Department of Applied Management, University of South Africa • Dr. Lesedi Nduna – Lecturer, Department of Tourism, University of South Africa |
| | | |
| | | |

COUNT ON 37 YEARS OF SEASONED **TOURISM AND HOSPITALITY** EXPERIENCE.

Elevating people.
Elevating business.
Elevating society.

Do you need clarity in this time of tourism complexity?

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

- ▶ Feasibility studies, market analysis, financial evaluations and business plans
- ▶ Valuations & due diligence
- ▶ Market research
- ▶ Strategy formulation & reviews
- ▶ Economic impact studies
- ▶ Internal & external audit
- ▶ Digital advisory
- ▶ Tax (Corporate, Personal, VAT and Transfer Pricing)

Together, let's determine how we can best help you rethink your business strategy or operations.

Contact us today.

CHRISTELLE GROHMANN
 Director, BDO South Africa
 E cgrohmanna@bdo.co.za
 T +27 82 338 3121

CHARL CELLIERS
 BDO Namibia
 E charl@bdo.com.na
 T +264 83 322 4125

Audit • Advisory • Tax
www.bdo.co.za | www.bdo.com.na





DAY 1, 4 SEPTEMBER 2024

OFFICIAL OPENING PROGRAMME-MORNING SESSION DIRECTOR OF CEREMONY MS. GAONA DINTWE

| | |
|--------------------------|--|
| 08H00 - 08H40 | <ul style="list-style-type: none"> • Arrival of Guests • Entertainment by SKITI KABOMO -Thumbnail Piano |
| 08H40 | KTM Choir Take to Stage |
| 08H55 | Arrival of His Honour Mr Slumber Tsogwane, The Acting President of the Republic of Botswana |
| 08H59 | Singing of The National Anthem-Led by KTM Choir |
| 09H00 | Prayer: Rev. P. Mapitse |
| 09H03 | Entertainment by KTM Choir |
| 0905HRS – 0910HRS | Introduction of Dignitaries—Ms. Sebokwana Dikgope |
| 0910HRS – 0915HRS | Welcome Remarks — Hon. Naniki Makwinja — Acting Minister of Environment & Tourism |
| 0915HRS – 0920HRS | Message by AfCFTA Secretariat — H.E Wamkele Mene — Secretary General of the AfCFTA Secretariat |
| 0920HRS – 0925HRS | Message by UN Tourism — Elcia Grandcourt — Director, Africa Department, UN Tourism |
| 0925HRS – 0930HRS | Message by UN Tourism Secretary General — H.E Zurab Pololikashvili, Secretary General, UN Tourism, Spain |
| 0930HRS – 0935HRS | Entertainment by Mabutswapele Cultural Dance Troupe |
| 0945HRS – 1000HRS | Official Opening by His Honour, His Honour Mr Slumber Tsogwane, The Acting President of the Republic of Botswana |
| 1000HRS – 1005HRS | Vote of Thanks, Kwakye Donkor, Chief Executive Officer, Africa Tourism Partners, South Africa UNESCO — Botswana Destination Video |
| 1000HRS – 1020HRS | His Honour Mr Slumber Tsogwane, The Acting President of the Republic of Botswana is joined by Dignitaries for a Photo Shoot |





DAY 1, 4 SEPTEMBER 2024

AFCFTA FORUM ON TOURISM, CREATIVES, AND CULTURAL INDUSTRIES

SESSION 1

High-Level Panel on accelerating the implementation of the AfCFTA through the Tourism, Creatives and Cultural Industries

10H00 - 11H00

Participants:

- **H.E. Albertus Aochamub** – Namibian Ambassador to France, Spain, Italy, Portugal and Monaco
- **Chimbidzikai Mapfumo** – National Professional Officer, Culture, UNESCO, Southern Africa, Zimbabwe
- **Hon. Mark Okraku** – Mantey – Deputy Minister, Ministry of Tourism, Arts and Culture, Ghana
- **Kwakye Donkor** – Chief Executive Office, Africa Tourism Partners

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

SESSION 2:

Africa Tourism Private Sector Alliance (ATPSA), Progress Report and Plan of action by Africa Continental Free Trade Area (AfCFTA) Secretariat with ATPSA Secretariat

Opening: Cultural Dance and Performance

TIME: 11H00 - 11H15

11H15 - 11H30

Networking Break

SESSION 3:

The Pan African Tourism Fund: The Big Re-think on Africa Tourism Investment for Tourism Infrastructure and Accommodation

11H30 - 13H30

Scene Setter: Afrexim Bank

- **Kamil Abdul-Karrim** – Managing Director, PAM GOLDING Tourism & Hospitality Consulting (Pty) Ltd, South Africa
- **Kelotsositse Olebile** – CEO, Botswana Investment and Trade Centre (BITC) **Tshifhiwa Tshivhengwa** – CEO, Tourism Business Council of South Africa
- **Justine Shipanga-Gcilishe** – Manager: Investor Services – Namibia Investment Promotion and Development Board

Moderator: Nils Heckscher – Managing Director, Head of Africa PKF Hospitality, South Africa.





| | | |
|--|---|--|
| 13H30 - 14H30 | Networking Lunch | |
| <p style="text-align: center;">SESSION 4: The Balancing Act: Leveraging Africa's Creative, Cultural Industries and Tourism Attractions as its competitive strength in the global tourism market place</p> | | |
| 14H30 - 15H30 | <p>Participants: Dr. Takaruzo Munyanyiwa – Permanent Secretary, Ministry of Tourism and Hospitality Industry, Zimbabwe Mpume Mabuzo – President & Board Chairperson AAVEA and CEO of Downtown Music Hub, Johannesburg, South Africa Ross Volk – Managing Director, MSC Cruises, South Africa</p> | <p>Moderator: Elicia Grandcourt – Director, Africa Department, UN Tourism</p> |
| <p style="text-align: center;">SESSION 5: Hard Talk: Actualising AfCFTA Protocols to unlocking travel and tourism business growth opportunities for small and established enterprises in Africa</p> | | |
| 15H30 - 16H30 | <p>Participants:</p> <ul style="list-style-type: none"> • Beatrice Chaytor – Head of Division Trade in Services, Directorate of Trade in Services, Investment, Intellectual Property Rights and Digital, AfCFTA Secretariat • Orenelle Padipadi – Director, Ministry of Entrepreneurship, Botswana • Susan Ongalo – CEO, Kenya Tourism Federation and Co-Chair, Africa Tourism Private Sector Alliance (ATPSA) • Gabriel Ajala – CEO/Founder, African Sports Unified | <p>Moderator: Lee-Anne Bac – Director, BDO, South Africa</p> |
| <p style="text-align: center;">SESSION 6: Wrap-Up and Closing Remarks: AfCFTA Secretariat TIME: 16H30 - 17H30</p> | | |
| 19H00 - 22H00 | B2B Networking Cocktail at Hilton Hotel | |





DAY 2, 5 SEPTEMBER 2024

| | | |
|--|--|---|
| 08H00 - 08H50 | Registration and Networking session | |
| 09H00 - 09H05 | Introduction | Programme Director |
| Africa's Travel, Tourism and Aviation CEOs & Executives Forum | | |
| 09H05 - 10H00 | Hard Talk: The State of Africa's Visa Openness and its impact on Destination Africa 2030 | <ul style="list-style-type: none"> • Daphne Lekipaika – Trade in Services Expert, AfCFTA Secretariat • Aaron Munetsi – CEO, Airlines Association of Southern Africa • Elcia Grandcourt – Director, Africa Department, UN Tourism, Spain • Christian Gakwaya – CEO & Founder of Rwanda Events Group • Moderator: Tshifhiwa Tshivhengwa – CEO, Tourism Business Council of South Africa |
| 10H00 - 11H00 | Beyond the Pitch: What hotel and hospitality investors and financiers would like to know | <ul style="list-style-type: none"> • Christelle Grohmann – Director, BDO, South Africa • Lasse Ristolainen – Principal, Development, Kasada Capital Management, South Africa • Hamza Farooqui – Founder and CEO of Millat Group, South Africa • Mokwena Morulane – CEO, Cresta Hotels, Southern Africa • Moderator: Robyn Williams – Valor Hospitality as Head of Strategy |
| 11H00 - 11H15 | Refreshment & Destination Botswana Showcase & Partners Visual Inserts | |
| 11H15 - 12H15 | Digital Disruption in Tourist Accommodation - Understanding the convergence between the Short-term Rentals, traditional tourist accommodation, community support and smart policies | <ul style="list-style-type: none"> • Jeanette Moloto – Director Global Sales South Africa, Sub-Saharan Africa & West Africa, Marriott International • Havar Bauck – Director, Savanna Sunrise Ltd and CEO, Hotel Online, Kenya • Dr Edward Ackah-Nyamike Jnr – President, Ghana Hotel Association • Mbali Mngomezulu – Manager of Business Development - Mastercard & Grading Assessor Accreditation CATHSETA • Moderator - Anthony Sefako – Chief Operations Officer, Botswana Investment and Trade Centre |
| 12H15 - 13H00 | Africa Tourist Experience 2030: The value of Environmental and Heritage conservation as big tourism demand generators and employment creators in Africa | <ul style="list-style-type: none"> • Kaddu Sebunya – CEO, Africa Wildlife Foundation, Nairobi, Kenya • Memory Momba Kamthunzi – Executive Director, Malawi Tourism Council • Moderator - Olayinka Bandele – Chief/Senior Economist, Inclusive Industrialisation Section, UNECA, Subregional Office for Southern Africa |





| | | |
|----------------------|---|---|
| 13H00 - 14H00 | Network Lunch & Partners Visual Insert | All Participants |
| 14H00 - 15H00 | Sports Tourism – A prescription for healthier product and tourism experience diversification in Africa’s tourism sector | <ul style="list-style-type: none"> • Keitumetse Setlang – CEO, Botswana Tourism Organisation • Nonnie Kubeka – Head, Gauteng Conventions & Events Bureau, South Africa • Prof Urmilla Bob – School of Agriculture, Earth and Environmental Sciences, University of KwaZulu-Natal, South Africa • Gabriel Ajala – CEO/Founder, African Sports Unified • Moderator: Natalia Rosa – CEO, Big Ambitions and Project Lead – SADC Business Council Tourism Alliance, South Africa |
| 15H00 - 16H00 | Blue Economy: An underexplored tourism product diversification and growth opportunity for African destinations | <ul style="list-style-type: none"> • Hafsa H. Mbamba – Executive Secretary (CEO), Zanzibar Commission for Tourism • Harsen Nyambe – Director of Sustainable Environment and Blue Economy, AUC • Tes Proos, President SITE Africa Chapter, Founder Crystal Events DMC • Moderator: Neliswa Nkani, Hub Head: Meisea South African Tourism |
| 16H00 - 17H00 | Insightful Presentation and Fireside Chat AI Driven Futures in Tourism – Strengthening Africa’s Tourism Future as a key economic driver through Artificial Intelligence (AI) | <ul style="list-style-type: none"> • Dr. Isobel Manuel – Head of Department and Senior Lecturer Hospitality and Tourism, Namibia University of Science and Technology • Prof. Dimitrios Buhalis – Bournemouth University Business School • Interviewer – Francis Doku, Chief Operating Officer, Plugin Digital, Ghana |
| 17H00 - 17H15 | Key outcomes and synthesis of the day | Prof Nellie Swart – Certified Meeting Professional® (CMP) & Associate Professor: Tourism Management, University of South Africa |
| 18H00 - 21H00 | Botswana Cultural Night | Hosted by BTO & Partners |





DAY 3, 6 SEPTEMBER 2024

| | | |
|----------------------------|---|--|
| 09H00 - 09H05 | Introduction | Programme Director |
| 09H05 - 09H10 | Message from Business Botswana | Business Botswana |
| | | |
| 09H15 - 09H30 | Creating a balance between Africa Tourism Accommodation Heritage and Culture | Kamill Abdul-Karrim – Managing Director, PAM GOLDING Tourism & Hospitality Consulting (Pty) Ltd, South Africa |
| 09H30 - 09H45 | Action Leadership – Pursuing Associations Meetings as a catalyst for MICE tourism development in Africa | Senthil Gopinath – CEO, ICCA, Netherlands |
| SESSION 1 09H45 - 10H45 | Ministerial & Executives Dialogue Hard Talk: Implement result-oriented and practical measures for reducing THE cost intra-Africa travel and connectivity bottlenecks | <ul style="list-style-type: none"> • Kamil Al-Awadhi – IATA, Vice President, Africa & the Middle East • Amanda Kotze – Business Events Professional and Consultant • Yinka Folami – President National Association of Nigeria Travel Agents • Lulu Rasebotsa – Chief Executive Officer, Air Botswana • Moderator: Aaron Munetsi – CEO, Airlines Association of Southern Africa (AASA) |
| SESSION 2 10H45 - 11H45 | People, Planet and Prosperity – Retooling the basics of tourism accommodation sustainability for increased occupancy and revenue | <ul style="list-style-type: none"> • Shatha Al Kaud – Founder of Emportality Sustainability Consultancy & Fintech Expert, UAE • Madam Lady Rachel Nathaniel-Koch – Board Member, Namibia Tourism Board • Lee-Anne Bac Director, BDO Advisory Services, South Africa also remove the photo at the back • Interviewer: Dr Aloyce Nzuki – Executive Director, Touchwood Consulting Ltd, Tanzania |
| 11H45 - 12H00 | Refreshment Break & Networking Session & Destination Botswana Showcase & Partners' Visual Inserts | |
| SESSION 3 12H00 - 13H00 | Think Tank on Resolving Skills Deficiencies – The case of Pan-African Tourism and Hospitality School of Excellence | <ul style="list-style-type: none"> • Dr. Tracy Daniels – Academic Head, Hospitality Management, School of Tourism and Hospitality, University of Johannesburg • Keletso Bogatsu – General Manager, Peermont Global Botswana Ltd • Momodou Lamin Singhateh – Director General – Gambia Tourism and Hospitality Institute • Peter M. Muindi – Principal & Chief Executive Officer, Kenya Utalii College • Moderator: Emily Mburu-Ndoria Director – Directorate of Trade in Services, Investment, Intellectual Property Rights & Digital Trade (DTIID) |





| | | |
|--|---|---|
| <p>SESSION 4 13H00 - 13H15</p> | <p>Key outcomes and synthesis of the day</p> | <p>Dr Aloyce Nzuki – Executive Director, Touchwood Consulting Ltd, Tanzania</p> |
| <p>13H30 - 14H30</p> | <p>Lunch & Destination Botswana Showcase: Inter-Cultural & Gastronomic Experience</p> | |
| <p>15H00 - 18H00</p> | <p>Gaborone City Tour</p> | |
| <p>19H00 - 20H15</p> | <p>Africa Tourism Leadership Awards</p> | |
| <p>19H00 - 22H00</p> | <p>Welcome & Introduction</p> | <p>Programme Director</p> |
| | <p>Message</p> | <p>Joe Motse – Board Chairperson HATAB</p> |
| | <p>Keynote Message</p> | |
| | <p>Introduction of the Awards – Africa Youth in Tourism Innovative Challenge Top 3</p> <p>Africa Tourism In Leadership Awards</p> | <p>Prof Twum Darko – Founder and Head of Centre for Business Innovation and Incubation, Cape Peninsula University of Technology, & Chairperson of Africa Tourism Innovation Hub South Africa Akwasi Obeng Adjei – Director Of Audit, Wealth, Investment Management And Insurance, Absa Bank, South Africa Barry Clemens – Chairperon, Innovation Challenge, Kenya Dr. Isobel Manuel Head of Department and Senior Lecturer Hospitality and Tourism Namibia University of Science and Technology</p> <p>BDO & Chairperson of the Awards</p> |

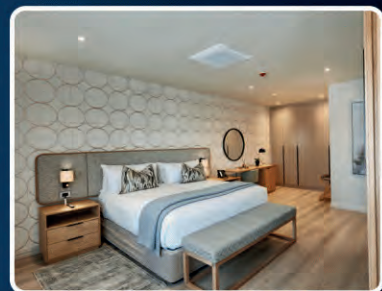


See *Botswana* differently
with Cresta Hotels



| Hotel | Grading | Rooms | Suites | Location |
|-----------------------------------|---------|-------|--------|---------------|
| Cresta Bosele | ★★ | 52 | | Selibe Phikwe |
| Cresta Botsalo | ★★ | 62 | 1 | Palapye |
| Cresta Lodge Gaborone | ★★★ | 150 | 4 | Gaborone |
| Cresta President | ★★★ | 92 | 6 | Gaborone |
| Cresta Jwaneng | ★★ | 114 | 12 | Jwaneng |
| Cresta Mahalapye | ★★★ | 124 | 6 | Mahalapye |
| Cresta Marang Gardens | ★★★ | 95 | 4 | Francistown |
| Cresta Thapama | ★★★ | 96 | 4 | Francistown |
| Cresta Mowana Safari Resort & Spa | ★★★★ | 106 | 10 | Kasane |
| Cresta Riley's | ★★★ | 51 | 3 | Maun |
| Cresta Maun | ★★★ | 83 | 5 | Maun |

Cresta Hotels Locations



+267 391 2222
www.crestahotels.com

Find us on:
f X in WhatsApp Instagram TikTok

AVANI

Gaborone
Resort & Casino

The City's Leading Hotel

Avani Gaborone Resort & Casino is your hotel of choice. Meet in the conference centre, talk business over cocktails or build relationships over a game of paddle at the hotel's court.

Avani Gaborone Resort & Casino
4727 Chuma Drive, Gaborone, Botswana
T: +267 361 6000
E: gaborone@avanihotels.com
AVANIHOTELS.COM





FACULTY OF SPEAKERS



H.E. Zurab Pololikashvili
Secretary General, UN Tourism,
Spain



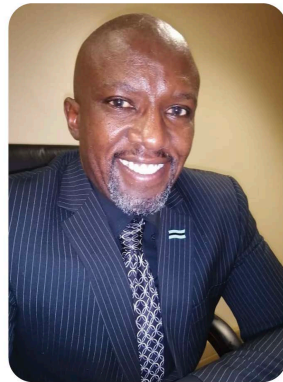
H.E. Wamkele Mene
Secretary General, AfCFTA Secretariat,
Ghana



Hon. Naniki Makwinja
Acting Minister Of Environment & Tourism,
Botswana



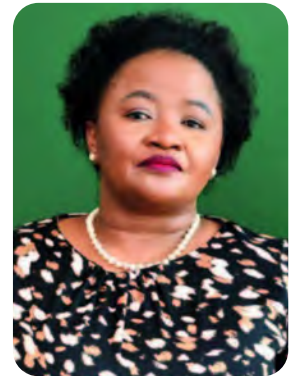
Hon. Mark Okraku - Mantey
Deputy Minister Of Tourism, Arts &
Culture, Ghana



Mr. Boatametse Modukanele
Permanent Secretary, Ministry of
Environment and Tourism, Botswana



Dr. Takaruzo Munyanyiwa
Permanent Secretary,
Ministry of Tourism & Hospitality
Industry, Zimbabwe



Keitumetse Setlang
CEO, Botswana Tourism Organisation,
Botswana



Natalia Bayona
Executive Director, UN Tourism,
Spain



Elcia Grandcourt
Director, Africa Department,
UN Tourism, Spain



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



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



HE Albertus Aochamub
Namibian Ambassador to France,
Spain, Italy, Portugal and Monaco



FACULTY OF SPEAKERS



Ross Volk
Managing Director, MSC Cruises
South Africa



Aaron Munetsi
CEO, Airlines Association of
Southern Africa, South Africa



Kwakye Donkor
CEO, Africa Tourism Partners,
South Africa



Tshifhiwa Tshivhengwa
CEO, Tourism Business Council
of South Africa



Lasse Ristolainen
Development Principal, Kasada Capital
Management, South Africa



Professor Dimitrios Bhuais
Strategic Management and Marketing
Expert – Bournemouth University
Business School, United Kingdom



Olayinka Bandele
Chief of Inclusive Industrialization Section in
the United Economic Commission for Africa
Sub-regional Office for Southern Africa



Lady Rachel Nathaniel-Koch
Board Member, Namibia Tourism Board



Hamza Farooqui
Chief Executive Officer, Millat Investments,
South Africa



Justine Shipanga-Gcilishe
Manager Of Investor Services, Namibia
Investment Promotion & Development
Board (NIPDB), Namibia



Oreneile Padipadi
Director of Entrepreneurial Mindset Change &
Culture, Ministry of Entrepreneurship,
Botswana



Chimbizikai Mapfumo
Culture Programme Specialist, UNESCO
Regional Office for Southern Africa



FACULTY OF SPEAKERS



Sabitu Olayinka Folami
NANTA President, Nigeria



Keletsoitse Olebile
Chief Executive Officer, Botswana Investment & Trade Centre (BITC)



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



Prof. Prof Urmilla Bob
Professor of Geography and Environmental Sciences in the School of Agriculture, Earth and Environmental Sciences, University of KwaZulu Natal (UKZN), South Africa



Lulu Rasebotsa
Chief Executive Officer, Air Botswana, Botswana



Kamil Al-Awadhi
IATA, Vice President, Africa & the Middle East



Shatha Al Kaud
Founder of Emportality Sustainability Consultancy, Saudi Arabia and United Arab Emirates



Robyn Williams
Senior Vice President, JLL Hotels & Hospitality Group, South Africa



Dr. Aloyce Nzuki
Director, Touchwood Consulting Ltd, Tanzania



Natalia Rosa
Project Lead, SADC Business Council Tourism Alliance, South Africa



Miller Matola
CEO, Millvest Advisory, South Africa



Tes Proos
President SITE Africa Chapter
Founder Crystal Events DMC





Mpume Mabuza
President: African Association of Visitor Experiences and Attractions (AAVEA), South Africa



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



Prof. Michael Twum-Darko
Founder & Head of Centre for Business Innovation and Incubation, Cape Peninsula University of Technology, South Africa



Nonnie Kubeka
Head of Gauteng Convention & Events Bureau, South Africa



Amanda Kotze-Nhlapo
Business Events Professional & Consultant, South Africa



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



Memory Momba Kamthunzi
CEO, Malawi Tourism Council



Susan Ongalo
Chief Executive Officer, Kenya Tourism Federation, Kenya



Francis Doku
Chief Operating Officer of Digital Plugin Limited, Ghana



Devota Mdachi
Head of the Marketing & Communications Unit: College of Tourism, Tanzania



Hävar Bauck
Founder, Hotelonline, Kenya





Hafsa Mbamba
Executive Secretary (CEO), Zanzibar
Commission for Tourism



Septi Bukula
Founder And Director, Rendzo Network,
South Africa



Mbali Mngomezulu
Manager of Business Development,
Mastercard | Grading Assessor
Accreditation CATHSETA, South Africa



Mokwena Morulane
Managing Director, Cresta Marakanelo
Ltd, Botswana



Keletso Bogatsu
Peermont Botswana,
General Manager



Daphine Natacha Lekipaik
Junior Expert, Trade in Service,
AfCFTA Secretariat, Ghana



Christelle Grohmann
Director, BDO, South Africa



Christian Gakwaya
CEO & founder of Rwanda Events
Group



Lesedi Nduna
Lecturer: Tourism, University of South
Africa, South Africa



Nosiphiwo Mahlangu
Lecturer: Tourism, University of South
Africa, South Africa



Dr. Brian Mokgatetswa Mahosi
Lecturer, University of South Africa,
South Africa



Prof. Nellie Swart
Certified Meeting Professional ©
(CMP) & Associate Professor: Tourism
Management, University of South
Africa





Gabriel Ajala
Founder of Africa Sports Unified,
United Kingdom



Kaddu Kiwe Sebunya
Chief Executive Officer, African
Wildlife Foundation



Mr. Anthony Sefako
Chief Operations Officer, Botswana
Investment Trade Centre.



Dr. Edward Ackah-Nyamike Jnr
President, Ghana Hotel Association,
Ghana



Dr. Richmond Kwame Frimpong
Managing Director, Dawa, Industrial Zone,
Ghana



Nils Heckscher
Managing Director, Head of
Africa PKF Hospitality, South
Africa



Dr. Tracy Daniels
Academic Head: Hospitality
School of Tourism and Hospitality
College of Business & Economics,
University of Johannesburg, South
Africa



Barry Clemens
Chairperson, Innovation Challenge
and Africa Tourism Innovation
Hub, Kenya



Kamil Abdul-Karrim
Managing Director, Pam Golding
Tourism & Hospitality Consulting
(Pty) Ltd, South Africa



Akwasi Obeng Adjei
Director Of Audit, Wealth,
Investment Management And
Insurance, Absa Bank, South
Africa





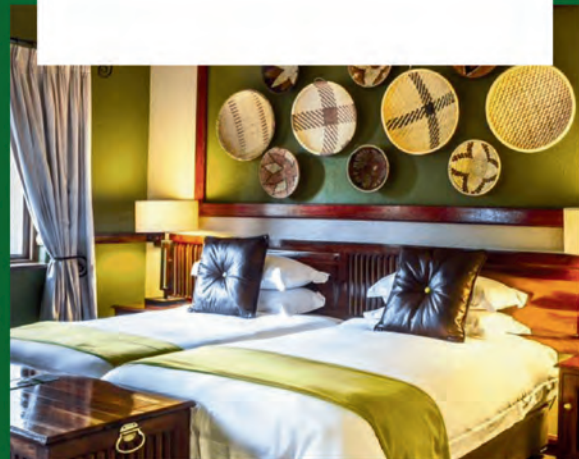
PEERMONT
B O T S W A N A

TAKE A BREAK

You've earned a break... that doesn't break the bank! Choose Peermont Botswana hotels for these unbelievable specials.



ONLY P1500
PER NIGHT



ONLY P1200
PER NIGHT

Bookable on GDS or BotswanaReservations@peermont.com
or contact sales@peermont.com for more information

INCLUDING BREAKFAST | SINGLE OR DOUBLE ROOMS | VALID UNTIL 31 OCTOBER 2024
TS & CS APPLY

CONTACT US



rejoice@africatourismpartners.com



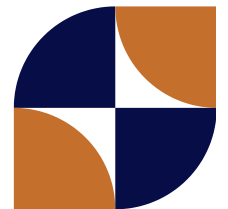
www.tourismleadershipforum.africa



+27 81 303 7030 / +27 11 318 1741

GRAND PALM HOTEL, GABORONE, BOTSWANA

03 - 06 SEPTEMBER 2024



Theme: Charting a new path forward for Intra-Africa Travel, Tourism & Investments.