

**Democratic Republic of the Congo**



**MINISTRY OF  
TOURISM**

In collaboration with



**UN Tourism**

# **First World Music and Tourism Festival, in collaboration with UN Tourism**

*Theme:*

***“The Rumba Route for Peace”***

**Kinshasa, 16-18 July 2025**

## **Programme**

## DAY 1: Wednesday, 16 July 2025

### **Venue: Central African Cultural and Arts Centre (CCAPAC)**

09:00 – 11:00

*Registration of participants*

10:30 – 10:40

*Official photo (for Heads of Delegations)*

11:00 – 12:00

### **Opening and launching ceremony of the Festival**

Master of Ceremony

Musical prelude

#### **Welcome remarks**

- H.E. Ms. Yolande Elebe Ma Ndembo, Minister of Culture, Arts and Heritage, Democratic Republic of the Congo
- H.E. Mr. Didier M'Pambia Musanga, Minister of Tourism, Democratic Republic of the Congo
- H.E. Zurab Pololikashvili, Secretary-General, UN Tourism
- Keynote address: His Excellency Mr. Félix Antoine Tshisekedi Tshilombo, President of the Democratic Republic of the Congo

#### **UN Tourism scholarship award ceremony**

12:00 – 12:30

*Tour of the Cultural Village for High Dignitaries*

12:30 – 14:30

### **Lunch at the Courtesy of the Ministry of Tourism**

**Venue: People's Palace**

14:30 – 18:00

### **Festival and Social Programme**

**Venue: Central African Cultural and Arts Centre (CCAPAC)**

*A varied programme with cultural performances and a “Cultural Village” — an exhibition park featuring booths and activities showcasing fashion, gastronomy, art, and Congolese rhythms.*

#### **Optional: Introduction to Congolese Rumba**

*Immerse yourself in the vibrant world of Congolese Rumba and let yourself be carried away by the bewitching rhythm of this emblematic dance. This optional introductory session will guide you through the basic steps, fluid movements and traditional rhythms that make rumba a true art of living. This interactive experience makes it possible to discover Congolese culture through a dynamic and convivial approach!*

18:00 – 22:00

### **Welcome Cocktail "Rumba Route evening at sunset"**

**Venue: People's Palace (Festival and concerts)**

*A vibrant celebration of the union of cultures and regions of the world through music and tourism. From dusk, explore the passionate world of the Congolese Rumba with immersive experiences and rhythmic performances—ranging from traditional melodies to DJ sets and contemporary urban sounds.*

**12:00 – 18:00: Cultural Village / Exhibition Centre**

*An immersive experience offering participants the opportunity to discover the rich cultural heritage of the Democratic Republic of the Congo through an exhibition park, where interactive stands will feature arts, crafts, fashion and gastronomy. This space will promote exchanges between artisans, creators and the public, while highlighting the country's musical and culinary traditions.*

**DAY 2: Thursday, 17 July 2025**

**Venue: Central African Cultural and Arts Centre (CCAPAC)**

09:00 – 10:00

*Registration of participants*

10:00 – 10:15

**Introductory remarks**

- Mr. Jean Kingombe Tshali, Secretary General for Tourism, Ministry of Tourism, Democratic Republic of the Congo

10:15 – 11:15

**High-Level Roundtable (I) – Transatlantic Rhythms for Peace: Advancing Advocacy Strategies and Policy to Strengthen International Ties.**

*This session will explore how music tourism can serve as a powerful vector for cultural diplomacy, peacebuilding, and sustainable development. By highlighting the intercontinental historical ties and cultural synergies, it will emphasize the unifying role of music—an art form that transcends borders and fosters mutual respect, dialogue, and cooperation. The shared rhythms across these continents remind us of our common heritage and the importance of music as a means to enhance safety and security, create sustainable economic opportunities, and promote intercontinental reconciliation.*

Moderator: Mr. Willy Kalengayi, Journalist, General Director, Géopolis-Magazine, Democratic Republic of the Congo

Speakers:

- H.E. Mr. Didier M'Pambia Musanga, Minister of Tourism, Democratic Republic of the Congo
- Ms. Shaikha Al Nowais, Secretary-General elect, United Arab Emirates
- Dr. T. Munyanyiwa, Permanent Secretary for Tourism and Hospitality Industry, Ministry of Tourism and Hospitality Industry, Zimbabwe

11:15 – 11:30

**Setting the tempo: Congolese Rumba, a living treasure of humanity**

- Mr. Dieudonné Yangumba, Director at the Congolese National Radio and Television (RTNC), Music Columnist

11:30 – 12:30

**Round Table (II) – "Fair Play": Enhancing creation and protecting artists' rights in the music tourism economy.**

*This session will highlight the central role of artists in the rise of music tourism, a real driver of cultural and economic appeal. Through the diverse perspectives of experts, the panel will explore the opportunities and challenges faced by musicians, particularly regarding copyright, intellectual property and fair remuneration. This discussion will examine how a sound legal framework and balanced collaborative practices can stimulate a more sustainable tourism economy, in which artists fully benefit from the value they create. The aim is to promote equitable cultural tourism, where creativity is protected, recognized, and valued for the benefit of the entire ecosystem.*

Moderator: Mr. Maxime Foutou, Copyright Expert, Republic of the Congo (Brazzaville)

Speakers:

- Ms. Michele Woods, Director of the Copyright Division, World Intellectual Property Organization (WIPO) (*Video message*)
- Mr. Théo Nganzi, Professor at the National Institute of Arts (INA), Deputy Chief of Staff at the Ministry of Culture, Arts and Heritage, Democratic Republic of the Congo
- Ms. Maureen Fondo, Head of Copyright and Related Rights, African Regional Intellectual Property Organization (ARIPO)
- Mr. Maïka Munan, Author/Composer, Democratic Republic of the Congo
- Mr. André Le Roux, Head of ConcertsSA and Managing Director at IKS Cultural Consulting, South Africa
- Mr. Ngoïe Pêrec, Cultural Advisor to the Minister of Culture, Arts and Heritage, Democratic Republic of the Congo

12:30 – 14:00

**Lunch**

14:00 – 15:00

**Round Table (III) – Music at the heart of tourism: Promoting musical heritage to energize destinations.**

*This session will highlight iconic musical genres and their potential to attract visitors, boost the local economy and strengthen international cultural exchange. It will explore the integration of music into the tourism value chain, with innovative branding strategies that merge music and local culture to maximize the attractiveness of destinations. Particular focus will be given to the Democratic Republic of the Congo and the Republic of the Congo, positioned as essential destinations for Rumba.*

Moderator: Mr. Dodé Houehounha, Head of the Culture Sector and Head of the Social and Human Sciences Sector, UNESCO Multisectoral Regional Office for Central Africa, Cameroon

Speakers:

- Mr. Jaime Mayaki, Director, International Development and Cooperation (IDC) Department, UN Tourism
- Dr. Augusto Pérez Guarnieri, Anthropologist and Ethnomusicologist, Researcher at the National University of La Plata in Buenos Aires, Argentina
- Mr. Pablo Borch, Head of Marketing & Partnerships, Sound Diplomacy Events & Education, Mexico
- Mr. Herman Bangi Bayo, Vice President, National Committee for the Promotion of Rumba, Democratic Republic of the Congo
- Mr. André Le Roux, Head of ConcertsSA and Managing Director at IKS Cultural Consulting, South Africa

15:00 – 16:00

**Round Table (IV) – From Vinyl to Viral: The digital revolution and the role of youth in innovation and the preservation of musical heritage.**

*This panel will explore the opportunities offered by the digital revolution to promote artists and energize the music industry, highlighting the use of platforms such as Spotify, YouTube and social media. The exchanges will focus on innovative strategies, such as virtual tours, streaming and marketing campaigns, to revitalize the music ecosystem in the field of tourism. Particular emphasis will be placed on the essential role of young people in innovation, as well as on the preservation and enhancement of musical heritage.*

Moderator:

- Dr. Augusto Pérez Guarnieri, Anthropologist and Ethnomusicologist, Researcher at the National University of La Plata in Buenos Aires, Argentina

Speakers:

- Ms. Phiona Okumu, Head of Music for Sub-Saharan Africa, Spotify (Video message)
- Dr. T. Munyanyiwa, Permanent Secretary for Tourism and Hospitality Industry, Ministry of Tourism and Hospitality Industry, Zimbabwe
- Mr. Dodé Houehounha, Head of the Culture Sector and Head of the Social and Human Sciences Sector, UNESCO Multisectoral Regional Office for Central Africa, Cameroon
- Mr. Pablo Borch, Head of Marketing & Partnerships, Sound Diplomacy Events & Education, Mexico
- Mr. Elvis Adidiema, General Director for Francophone Africa, Sony Music Entertainment, France

16:00 – 16:15

**Conclusions and practical information by the MC**

14:00 – 16:15

**Master Class "Fair Play"**

Venue: Central African Cultural and Arts Centre (CCAPAC)

Capacity: 100 participants

*Facilitators:*

- Ms. Maureen Fondo, Head of Copyright and Related Rights, African Regional Intellectual Property Organization (ARIPO)
- Mr. Philo Bomayé, Founder and Director of Label Bomayé Musik, Democratic Republic of the Congo

*This practical session will delve deeper into the challenges of artists in music tourism, with a focus on copyright management, intellectual property protection and equitable business models to ensure fair remuneration.*

***"Fair Play" Master Class certificate award ceremony***

10:00 – 18:00: **Cultural Village / Exhibition Centre**

*An immersive experience offering participants the opportunity to discover the rich cultural heritage of the Democratic Republic of the Congo through an exhibition park, where interactive stands will feature arts, crafts, fashion and gastronomy. This space will promote exchanges between artisans, creators and the public, while highlighting the country's musical and culinary traditions.*

Note: Coffee will be available throughout the sessions.

18:30 – 22:00

**Gala cocktail including performances**

**Venue: Golf Club of Kinshasa**

**Dress code: "Traditional/Gala attire"**

22:00 – 00:00

Optional: Ongoing concerts

**Venue: People's Palace (Festival and concerts)**

### DAY 3: Friday, 18 July 2025

#### Social programme:

08 :00 – 16:00

##### Option 1: River Melody

Boat trip on the Congo River. A cruise of 4 to 5 hours including musical performances and buffet.

08: 00 – 15 :00

##### Option 2: Vibrant Kinshasa

Guided tour of the city of Kinshasa by bus.

- ✓ Place des Artistes (Matonge – Rond-Point de la Victoire)
- ✓ Papa Wemba Monument (Matonge – Molokai Village)
- ✓ Tata Raphaël Stadium, site of the mythical fight of the century
- ✓ Ali – Foreman (Immo Congo District)
- ✓ Limete Interchange (Lumumba Memorial)