

2nd UN Tourism Africa & Americas Summit
Livingstone, Republic of Zambia, 8-10 April 2025

Preliminary programme

8 April (Tuesday) – Technical Workshops

- 08:00 – 09:00 **Registration of Participants**
Venue: *Radisson Blu Mosi-Oa-Tunya, Livingstone Resort. Republic of Zambia*
- 09:00 – 09:30 **Welcome Remarks**
- ❖ **Elcia Grandcourt**, Regional Director for Africa, UN Tourism
 - ❖ **Gustavo Santos**, Regional Director for the Americas, UN Tourism
 - ❖ **Evans Muhanga**, Permanent Secretary, Ministry of Tourism of the Republic of Zambia
- 09:30 Family Picture
- 09:30 – 09:35 **Setting the Scene**
- ❖ **Jaime I. Mayaki**, Director, International Development and Cooperation, UN Tourism
- 09:35 – 13:00 **Technical Workshop** – *“Fostering Resilience and Crisis Management in the Tourism Sector”*
- ❖ **Louis Bernard**, Founder, Crisotech
- 13:00 – 14:30 *Lunch Break*
- 14:30 – 14:35 **Setting the Scene**
- ❖ **Jaime I. Mayaki**, Director, International Development and Cooperation, UN Tourism
- 14:30 – 18:00 **Technical Workshop** – *“Bolstering tourism sector’s growth through enhanced connectivity and visa facilitation policies”*
- ❖ **Maureen Kahonge**, Senior Manager, Business Development and Communications, African Airlines Association (AFRAA)
- 19:00 – 20:00 **Welcome Cocktail and Show** – Venue: *Radisson Blu Mosi-Oa-Tunya, Livingstone Resort*

N.B.: *The workshops organized on this day are technical and intended for relevant officials and representatives from Africa and the Americas. The sessions will focus on knowledge sharing and practical discussions under the topics of i) Crisis management and ii) Connectivity.*

Coffee break will be provided throughout the sessions.

08:30 – 10.00 Registration of Participants

Radisson Blu Mosi-Oa-Tunya, Livingstone Resort, Republic of Zambia

10:00 – 11.00 Official Opening and Welcome Remarks

- ❖ **Constance Muleabai Nalishobo**, Mayor of Livingstone City
- ❖ **Credo Nanjuwa**, Provincial Minister for Southern Province
- ❖ **Carlos Andrés Peguero**, Vice Minister of Tourism for International Cooperation, Dominican Republic, Chair of the UN Tourism Regional Commission for Africa
- ❖ **Zurab Pololikashvili**, Secretary-General, UN Tourism
- ❖ **Rodney Sikumba**, Minister of Tourism, Republic of Zambia

11:00 Family Picture

11:00 – 11:10 *Coffee Break*

11:10 – 11:25 Introductory Remarks and Framework of the Africa-Americas Agenda. From the Punta Cana Declaration to Zambia.

- ❖ **Natalia Bayona**, Executive Director, UN Tourism

11:25 – 13:00 High-Level Ministerial Dialogue

Building upon the momentum generated by the first UN Tourism Africa & Americas Summit in Punta Cana, this year's Ministerial session will serve as a strategic platform to deepen collaboration between Africa and the Americas in the following key areas: connectivity; security and resilience; investment; innovation and education. These pillars are essential to ensuring that tourism remains a dynamic driver of sustainable development, economic resilience, and cultural exchange across both regions.

It will focus on fostering transformative partnerships that harness technological advancements, support investments related to tourism-focused free zones and cultivate a skilled workforce to drive the next phase of tourism growth. The Declaration of Punta Cana reaffirmed the necessity of investment in infrastructure, the empowerment of tourism professionals through education, and the integration of innovation to enhance sectoral competitiveness. Expanding access to quality tourism education at all levels will be essential to ensuring that the tourism sector remains competitive and adaptable to future and innovative trends; and a highly qualified tourism labour force also enhances investment attractiveness, as countries with skilled workforces draw greater foreign investment. The link between education, innovation, and foreign investment highlights the broader economic impact of workforce development in tourism. This session in Zambia aims to operationalize these commitments by facilitating high-level dialogue and actionable strategies.

The panel will also serve as the platform to share the key takeaways of the technical workshops held ahead of the summit on the topics of fostering enhanced connectivity and effective crisis management strategies for the sustainable development of tourism across the two continents.

The Ministerial Session represents a pivotal moment to translate high-level commitments into tangible actions that will shape the future of tourism in Africa and the Americas. By prioritizing investment, embracing innovation, and strengthening quality and accessible education, the session will pave the way for a more inclusive, sustainable, and resilient tourism sector that benefits communities, economies, and cultures across both regions.

Moderators: Elcia Grandcourt, Regional Director for Africa, UN Tourism and **Gustavo Santos**, Regional for the Americas, UN Tourism.

13:00 – 15:00

Lunch Break

15:00 – 15:30

Summary and Venue of the 3rd UN Tourism Africa and Americas Summit

❖ **Natalia Bayona**, Executive Director, UN Tourism

15:30 – 16:00

Closing Remarks

❖ **Rodney Sikumba**, Minister of Tourism, Republic of Zambia

❖ **Carlos Andrés Peguero**, Vice Minister of Tourism for International Cooperation, Dominican Republic, Chair of the UN Tourism Regional Commission for Africa

16:00 – 16:30

Press Conference

20:00 – 22:00

Gala Dinner: Afro - Latin American and the Caribbean Culinary and Cultural Performance – Venue: *BOMA*

Dress Code: *National Costume*

10 April (Thursday) – Thematic Conference

08:30 – 10:00

Registration of Participants

Radisson Blu Mosi-Oa-Tunya, Livingstone Resort, Republic of Zambia

10:00 – 10:15

Welcome Remarks

❖ **Natalia Bayona**, Executive Director, UN Tourism

❖ **Evans Muhanga**, Permanent Secretary, Ministry of Tourism of the Republic of Zambia

Investment Session

10:15– 10:30

Keynote Address

- **Abdoulaye Maiga**, Managing Director, Agency for the Development and Management of Industrial Zones, Mali

10:30 – 11:30

Panel Discussion I - Tourism and Free Zones: Pioneering Investment Opportunities and Improving the Value Proposition

Tourism and Free Zones (FZs) represent two dynamic sectors that, when strategically integrated, have the potential to drive economic growth, enhance investment opportunities, and foster sustainable development. The combination of tourism development with the flexibility and incentives offered by Free Zones can open doors to significant opportunities for both local and international investors, while contributing to the long-term socio-economic benefits of host regions. In regions such as the Americas and Africa, the integration of tourism with Free Zones has the potential to revolutionize these economies by providing targeted solutions to challenges such as infrastructure gaps, limited job opportunities, and the need for sustainable development.

The main aim of the session is to explore the synergy between tourism development and Free Zones to maximize investment potential, optimize resource utilization, and enhance the value proposition for investors, governments, and communities. By leveraging the unique advantages of Free Zones—such as tax incentives, reduced operational costs, and enhanced ease of doing business—tourism can be positioned as a key driver for economic diversification and sustainability. The concept will focus on the Americas and Africa as regions ripe for these strategic integrations.

Moderator: **Alex Irwin-Hunt**, Global Markets Editor, fDi Intelligence

Speakers:

- **Rodney Sikumba**, Minister of Tourism, Republic of Zambia
- **Carlos Andrés Peguero**, Vice Minister of Tourism for International Cooperation, Dominican Republic
- **Carlos Henrique Menezes Sobral**, National Secretary for Infrastructure, Credit, and Investment in Tourism, Republic of Brazil
- **Abdoulaye Maiga**, Managing Director, Agency for the Development and Management of Industrial Zones, Mali
- **Juliana Villegas Restrepo**, Director of International Promotion and Business Development Arujolbarra, Colombia
- **Geoffrey Sakulanda**, Director, GRIPS Energy Zambia Ltd, Zambia

11:30 – 11:45

Coffee Break

Innovation and Youth Session

11:45 – 12:00 **Presentation – Status of Advancement of the Academy in collaboration with UN Tourism in Livingstone**

- ❖ **Mulemwa Moongwa**, Chairperson, Zambia Institute of Tourism and Hospitality Studies (ZITHS)

12:00 – 12:15 **Keynote Address**

- **Afia Bobia Amanfo**, Director for Entrepreneurship & Innovation, Bridge for Billions, Ghana

12:15 – 13:15 **Panel Discussion II – Empowering Youth to Revolutionize the Tourism Sector through Innovation**

This session will explore the vital role of young entrepreneurs from the two regions in reshaping the tourism industry through innovation, creativity, and technology. It includes testimonials on how youth-led initiatives are driving change by addressing key sector challenges such as sustainability and digital transformation, while at the same time provoking a local impact. In addition, the session will discuss how private sector companies can empower the next generation of tourism leaders and unlock new opportunities for growth and impact.

Moderator: **Antonio López de Ávila**, Director, Innovation, Education and Investments, UN Tourism

Speakers:

- **Damilare Olodade**, CEO and Founder, Travel Bunny, Nigeria
- **Mariana Sanchez**, Founder and CEO, Check, Colombia
- **Afia Bobia Amanfo**, Director for Entrepreneurship & Innovation, Bridge for Billions, Ghana
- **Rozius Siatwambo**, Director, Great North Road Academy Group of Companies, Zambia
- **David Chewe**, Fund Manager, Zambia Export Development Fund, Zambia

13:15 – 13:30 **Closing Remarks**

- ❖ **Evans Muhanga**, Permanent Secretary, Ministry of Tourism of the Republic of Zambia

13:30 – 15:00 *Lunch Break*

Social Programme

**For further information on the social programme, kindly consult the [webpage of the event](#).*