

# PRESS KIT

## Roundtable on investment in Tourism

22 NOVEMBER 2019,  
HAMBURG  
FAIRMONT HOTEL VIER  
JAHRESZEITEN



### CONTACT INFORMATION



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# INTERNATIONAL ROUNDTABLE HAMBURG



**SIANDOU FOFANA**

MINISTER OF TOURISM CÔTE D'IVOIRE

## Friday 22nd of November 2019

Fairmont Hotel Vier Jahreszeiten

9:00 am to 17:00 pm

Mr. Siandou Fofana, the Minister of Tourism and Leisure in Côte d'Ivoire, is hosting an international roundtable in Hamburg (Germany) the 15th of November 2019 at the exclusive Fairmont Hotel Vier Jahreszeiten to promote the Ivorian Government's strategic plan for tourism by 2025 «*Sublime Côte d'Ivoire*». The Minister will present the investment opportunities of the sector tourism with the objective of signing MoUs between the Minister and international partners.

Seeing strong potential in the country's natural beauty, culture of hospitality and the still young population, the Ivorian government has chosen tourism as one of its priority sectors. With good weather, 550 kilometers of coastline, a rich and diversified cuisine, vibrant culture, national parks and four UNESCO World Heritage Sites, Côte d'Ivoire has a lot to offer tourists from all over the world. Côte d'Ivoire, currently holding the 3rd place for business tourism in Africa, is aiming to get to the 5th place for the best tourist destinations in Africa, by 2025.

This roundtable welcomes decision-makers from the private and public sector. This includes, but is not limited to, c-level executives, investment funds, international organization and corporations, hotel groups, aeronautical companies, aviation companies, chambers of commerce, tour operators and travel agencies.

The roundtable is an exclusive event by the Minister of Tourism and Leisure to promote the destination Côte d'Ivoire, supported by Overseas Strategic Advisory, a leading consulting firm specialized in connecting people and business in West Africa.

### More information about Sublime Côte d'Ivoire

Press review about Sublime Côte d'Ivoire : [click here](#)  
Strategic Plan Sublime Côte d'Ivoire : [click here](#)



Fairmont Hotel Vier Jahreszeiten Hamburg



High-Level Conference Côte d'Ivoire Day in Hamburg  
Fairmont Hotel Vier Jahreszeiten Hamburg (3/2019)



# PROGRAM



**SIANDOU FOFANA**  
MINISTER OF TOURISM AND LEISURE  
IN CÔTE D'IVOIRE

## Friday 22nd of November 2019

Fairmont Hotel Vier Jahreszeiten  
9:00 am to 17:00 pm

**08:30 – 9:00**

Registration and Welcome Coffee

**09:00 – 9:15**

Welcome Speech

**09:15 – 09:20**

Video of tourism in Côte d'Ivoire

**09:20 – 09:40**

**Opening Remarks & Keynote  
Mr. Siandou Fofana  
Minister of Tourism**

**09:40 – 09:50**

Video message from the President of  
Côte d'Ivoire Alassane Ouattara  
Video of testimonials from investors

**09:50 – 10:15**

Economic presentation of Côte d'Ivoire

**10:15 – 10:40**

1st Panel: Presentation of the tourism  
and leisure sector in Côte d'Ivoire

**10:40 – 11:00**

Coffee and networking break

**11:00 – 11:30**

2nd Panel: Presentation of the 9 priority  
projects in the tourism sector

**11:30 - 12:00**

Speech from influencers (Didier Drogba,  
Magic System...)

**12:00 - 12:30**

Closing ceremony of the roundtable &  
Signing of Memorandum of Understanding

**12:30 - 14:00**

Lunch

**14:00 - 17:00**

B2G Meetings

Networking and Coffee

**20:00**

VIP Dinner for all participants

*The program is provisional, the final version will be sent to all participants before the roundtable*



The Basilica of Our Lady of Peace, Yamoussoukro



Beautiful beach 1.5 hours from Abidjan, Assinie



Elephants at the Taï National Park National



Traditional danse in a village in Côte d'Ivoire

## SUBLIME CÔTE D'IVOIRE



Mr. Siandou Fofana, Minister of Tourism and Leisure, has developed together with McKinsey & Company the ambitious strategic plan "Sublime Côte d'Ivoire" to increase economic and social development and to profile Côte d'Ivoire as the first choice in Africa by 2025.

The general strategy is cross-sectoral and demands inputs and expertise from sectors ranging from infrastructure, construction and energy to sports & leisure management, hotel management and education.

As part of the strategy the government formulated nine reforms and nine priority projects. The projects are diverse in content, location and cost but all contribute to the goal of attracting more tourists, both domestic and international, while respecting the environment, promoting job creation, sustainable materials and construction and honoring the Ivorian culture.

The projects of €4,9 BN will be financed primarily through two funds. The first fund of €762 M is to be funded and managed by private investors. The second fund of €3,8 BN is a sovereign fund to act as a guaranty of state. All the priority projects have government guaranty (garantie d'état) and concession Public-Private-Partnerships. Sublime Côte d'Ivoire presents a unique opportunity for private companies and investors to gain access to the Ivorian market.

The tourism sector is experiencing a strong growth in Côte d'Ivoire since the end of the political crisis. In 2012, the tourism sector covered 2,4% of the total GDP, reaching 6,25% in 2018. As part of realizing the strategy, the tourism sector is expected to cover 7-8% of total GDP by 2025. Additionally, the government wants to create 375.000 new jobs in the tourism sector as well as welcome five million tourists annually.

Previous investments in hotel (2012-2018) include Sofitel Abidjan Ivoire hotel, Pullman Hotel, Ibis Plateau and Marcory, Azalai Hotel and Radisson Blue Abidjan. Future investments (2018-2025) include Sheraton Five Star Hotel, Mövenpick Hotel, Noom Hotel, Novotel, Adagio, Ritz-Carlton, Four Seasons and a luxury marina between Plateau and Cocody.

# INSIGHTS SUBLIME CÔTE D'IVOIRE

## 9 PRIORITY REFORMS

-  Land & Property
-  Security
-  Infrastructure
-  Aviation & Visa
-  Health
-  Promotion
-  Financing
-  Ministry's Capacity for Action
-  Education

9

*Priority projects*



4,9 BN EUR

*Total value of "Sublime Côte d'Ivoire" to be invested by 2025*



Côte d'Ivoire to be among top 5 African Tourist Destinations by 2025



*Côte d'Ivoire to welcome 5 million tourists in 2025*

## STRATEGY TO BE FINANCED THROUGH TWO FUNDS



A fund of €762 M to be funded and managed by private investors. Set up for equity and loans.



A fund of €3,8 BN to serve as a public sovereign fund. Set up for debt and guaranty of state.

# BIOGRAPHY & ACHIEVEMENTS



**SIANDOU FOFANA**

MINISTER OF TOURISM CÔTE D'IVOIRE

Mr. Siandou Fofana holds a PhD in International Finance and a postgraduate degree in Engineering Management and International Trade at the Institut supérieur de Commerce de Paris. He furthermore holds a degree in Financial Studies and Accountants at the Institut National des Techniques économiques et Comptables de Paris.

Mr. Siandou Fofana has several years of experience in the areas of road infrastructure development, and was in September 2009 appointed General Manager of the Road Maintenance Fund (FER). In 2017, he was appointed as Minister of Tourism and Leisure in Côte d'Ivoire.

## Achievements and progress regarding Sublime Côte d'Ivoire since 2018

Commitments and agreements between the Minister of Tourism and Leisure in Côte d'Ivoire and International institutions to support the development of the Program Sublime Côte d'Ivoire.

- Bilateral agreement signed between Portugal and Côte d'Ivoire in June 2019 on Tourism Training
- Bilateral agreement signed between Spain and Côte d'Ivoire in January 2019 on investments, shared knowledge, technical assistance and promotion of both countries' tourism sectors
- Côte d'Ivoire has been designated as member of the Executive Council by consensus and unanimously for the 2019-2023 term following the 23rd General Assembly of the World Tourism Organization in St. Petersburg, Russia
- Côte d'Ivoire has been designated as member of the Country Selection Committee and affiliate member of the World Tourism Organization
- Côte d'Ivoire will host the World Tourism Day in 2021
- Abidjan will host the first global forum of "Investing in Tourism in Africa" on February 20-22 2020, organized with the support of UNWTO.
- The strategy of "Sublime Côte d'Ivoire" has obtained support from the following international institutions: African Development Bank, World Bank, European Union, BOAD, UEMOA and International Monetary Fund
- Cooperation between Israel and the Ministry of Tourism on education, park development and ecotourism.
- MoU with Canadian Company Vertendre with the intend of building eco-lodges



Tourism Minister Siandou Fofana with Pierre Guislain, Vice President of the African Development Bank in Abidjan



Tourism Minister Siandou Fofana with Zurab Pololikashvili, General Secretariat of the World Tourism Organization in Madrid

# OVERSEAS STRATEGIC ADVISORY



Overseas Strategic Advisory (OSA) is a leading consulting firm specialized in providing consultancy services with a geographic focus on the West African region. Their vision is to contribute to the economic and social development in West Africa by promoting sustainable investments and economic growth. Based in Hamburg and Côte d'Ivoire, OSA advise companies and institutions from the private, public and social sector. They assist throughout the whole project lifecycle, market entry and research, identifying investments and business opportunities, legal and administrative tasks. Furthermore, they work closely with European and West African governments to promote investments in West Africa. By combining global expertise, profound knowledge of West Africa and a strong network, OSA is able to bridge the gap between companies, investors, governments and strategic partners.



**JEAN-CLAUDE KONAN**  
CEO & FOUNDER  
OVERSEAS STRATEGIC ADVISORY

[www.osa-advisory.com](http://www.osa-advisory.com)



## Collaboration between OSA and the Minister of Tourism Côte d'Ivoire

OSA is honored to support the Minister of Tourism in Côte d'Ivoire and his team to successfully implement his ambitious strategy "Sublime Côte d'Ivoire". Tourism is an important factor in economic development of a country.

As the general strategy is cross-sectoral and demands inputs and expertise from sectors ranging from infrastructure, construction to sports & leisure management, hotel management and education, OSA is delighted and motivated to help realizing this challenge. In addition, "Sublime Côte d'Ivoire" fits well with the values of OSA, as the program is focused on sustainability and aims to create thousands of jobs.

**For more OSA News : [click here](#)**



## First High-Level Conference "Côte d'Ivoire Days", March 2019

OSA organized a high-level conference in on business and investment opportunities in Côte d'Ivoire for the Embassy of Côte d'Ivoire in Germany and the CEPICI. Speakers were Ivorian and German authorities (H. E. Minister Essis, Hien Yacouba Sie, CEO of Port of Abidjan, Vice-President of the Hamburg Parliament). 70 German and Ivorian companies, public institution and associations (Chamber of Commerce Hamburg, UNIDO, etc) participated at the event.

**Video of the conference : [click here](#)**

**Reportage RTI (National TV Channel Côte d'Ivoire) : [click here](#)**



## G20 Investment Summit Compact with Africa in Berlin, October 2018

OSA accompanied S. E. Alassane Ouattara, President of the Republic of the Côte d'Ivoire, and his delegation in Berlin. We also supported the Ivorian Government for the Round Table about investment opportunities in Côte d'Ivoire, which took place as a pre-event of the "Investment Summit Compact with Africa". Adama Koné, Minister of Finance, led the round table and exchanged with selected German companies. The foundation for many bilateral partnerships were formed and difficulties faced by German enterprises entering the Côte d'Ivoire were discussed.

**Video of the Investment Summit : [click here](#)**