

ROUNDTABLE HAMBURG 2019

SUBLIME CÔTE D'IVOIRE



15th of November 2019
Fairmont Hotel Vier Jahreszeiten Hamburg, Germany
From 09:00 AM to 5:00 PM



Organized by the

Ministry of Tourism Côte d'Ivoire

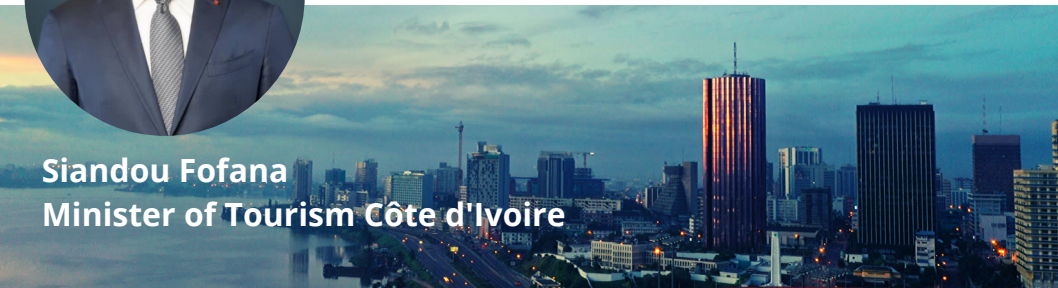
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Registration: info@osa-advisory.com



Siandou Fofana
Minister of Tourism Côte d'Ivoire



SUBLIME CÔTE D'IVOIRE

Seeing strong potential in the country's natural beauty, a culture of hospitality and demographic youth bulge, the Ivorian government has chosen tourism as one of its priority sectors. Côte d'Ivoire, currently holding the 12th place for the best tourist destinations in Africa, is aiming to get to the 5th place, by 2025. Mr. Siandou Fofana, Minister of Tourism, has developed together with McKinsey & Company a new strategic plan to put in place, « Sublime Côte d'Ivoire ». This strategy 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. As part of realizing the strategy, the tourism sector is expected to cover 7-8% of the total GDP by 2025. The Ivorian government's strategy of Sublime Côte d'Ivoire is built upon nine main reforms and nine priority projects.

Additional information about the strategy, important insights and financial documents for the nine priority projects will be circulated one month prior to the roundtable to all confirmed attendees.

OBJECTIVE : SIGNING OF MoUs BETWEEN MINISTER AND PARTNERS

Realizing "Sublime Côte d'Ivoire" demands a multi-stakeholder approach and consequently this roundtable has the objective of bringing together actors from the private and public sector, ultimately leading to the signing of several MoUs between the Minister and partners. The roundtable will focus on informing about and discussing the strategy's priority projects and sectors and its financing mechanisms. At the roundtable, the Minister will present his strategy and provide insights to specific projects and sectors. After panel-debates and lunch, there is time allocated for networking and B2G and B2B meetings. During this time, the Minister of Tourism and his team will meet and exchange with numerous interested investors, companies, and organizations.

TARGET AUDIENCE

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

WHY ATTEND?

The Minister's primary objective for the roundtable is building relationships with investors and companies. Sublime Côte d'Ivoire presents a unique opportunity for private companies and investors to gain access to the Ivorian market and properties for development and exploitation. All priority projects have government guaranty. 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. If you are managing investments or represent a company interested in this unique opportunity, this roundtable could be the first step to expanding or increasing your activities in Côte d'Ivoire

9 PRIORITY REFORMS



Land & Property



Security



Infrastructure



Aviation & Visa



Health



Promotion



Financing



Ministry's Capacity for Action



Education

4,9 BN EUR

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



9 Priority projects

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



*Côte d'Ivoire to welcome more
than 4 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.

SUBLIME CÔTE D'IVOIRE

Commitments and agreements between the Minister of Tourism Côte d'Ivoire, private companies and international institutional institutions since the launch of the Program Sublime Côte d'Ivoire.

- Bilateral agreement signed between Portugal and Côte d'Ivoire in June 2019 on Tourism Training. During 2020, Portugal will reopen its embassy.
- Bilateral agreement signed between Spain and Côte d'Ivoire in January 2019 with the purpose of developing the tourism sector. This includes investments, shared knowledge, technical assistance and promotion of both countries' tourism sectors.
- During the Madrid-Summit between Mr. Siandou Fofana and UNWTO, the Minister presented his strategy Côte d'Ivoire and received support from the United Nations agencies present.
- Abidjan will be the headquarter of UNWTO's new programme: "Invest in Tourism in Africa" with its first international forum set to be in Abidjan, Oct 20-22 2020.
- Lyon International Business School to open a branch, with a focus on a bachelor in tourism management, programs and training.
- The Minister of Tourism has obtained support for the strategy of "Sublime Côte d'Ivoire" from
 - African Development Bank
 - World Bank
 - European Union
 - International Monetary Fund
- Cooperation between Israel and the Ministry of Tourism and Leisure on education, park development and culture under the umbrella of éco-tourism.
- Memorandum of Understanding with Canadian Company Vertendre with the intend of building eco-lodges.
- Following the 23rd General Assembly of the World Tourism Organization in Skt. Petersburg, Russia, Côte d'Ivoire has been designated as member of the Executive Council by consensus and unanimously for the 2019-2023 term. Côte d'Ivoire will additionally host the World Tourism Day in 2021.

HOTELS

Previous investments in hotels (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, Novotel, Adagio, Ritz-Carlton, Four Seasons and a luxury marina between Plateau and Cocody.

TOURISM PROJECT CONTACTS

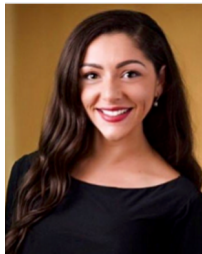
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