



MINISTRY
OF TOURISM
AND LEISURE



SUBLIME
CÔTE
D'IVOIRE

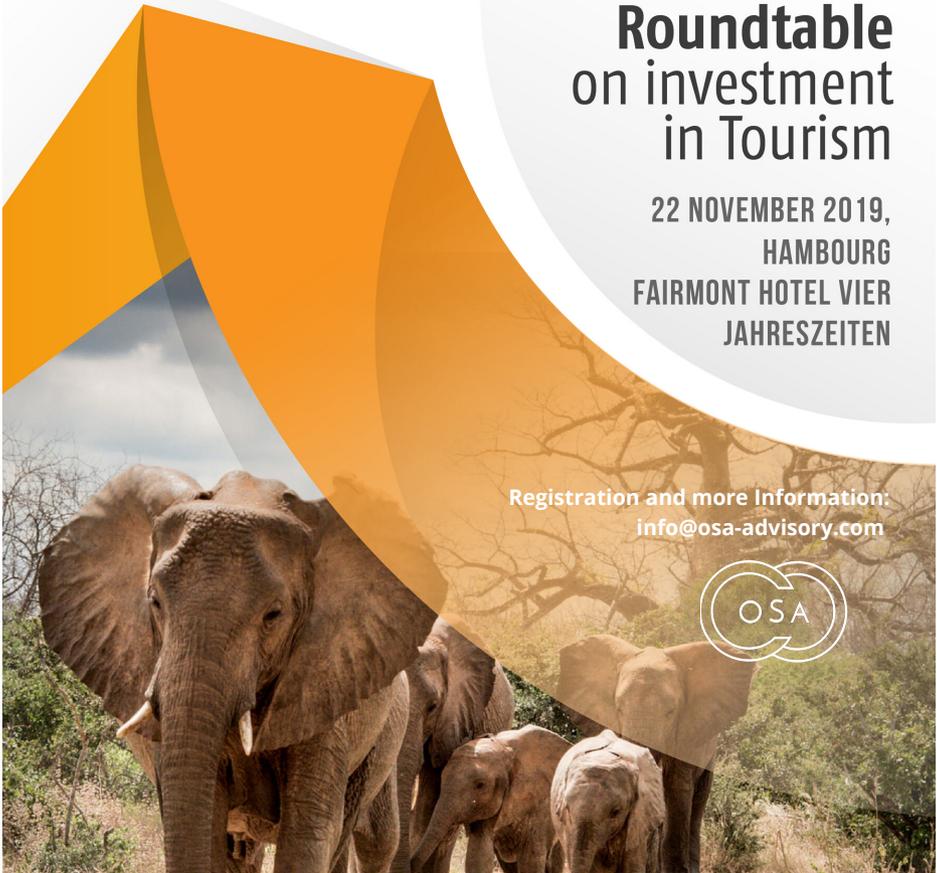


UNWTO
World Tourism Organization

Roundtable on investment in Tourism

22 NOVEMBER 2019,
HAMBURG
FAIRMONT HOTEL VIER
JAHRESZEITEN

Registration and more Information:
info@osa-advisory.com



ABOUT THE ROUNDTABLE

22 NOVEMBER 2019, HAMBURG, GERMANY

SUBLIME CÔTE D'IVOIRE

Seeing strong potential in the country's natural beauty, a culture of hospitality and still young population, the Ivorian government has chosen tourism as one of its priority sectors. 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. Mr. Siandou Fofana, Minister of Tourism and Leisure, 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.

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 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, tour operators 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



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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 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.

