



**SUBLIME  
CÔTE  
D'IVOIRE**



## **PRESS RELEASE**

### **International roundtable in Hamburg (Germany) organized by the Minister of Tourisme Côte d'Ivoire to promote his €4.9BN strategic plan *SUBLIME CÔTE D'IVOIRE***

**Friday 22nd of November 2019**

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

(Hamburg, 12 November 2019) Mr. Siandou Fofana, the Minister of Tourism and Leisure Côte d'Ivoire, is hosting an international roundtable in Hamburg (Germany) 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 tourism sector with the objective of signing MoUs between the Minister of Tourism and international partners.

Seeing strong potential in the country's natural beauty, culture of hospitality and demographic youth bulge, the Ivorian government has chosen tourism as one of its priority sectors. With good weather, 550 kilometers of coastline, a 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 12th place for the best tourist destinations in Africa, is aiming to get to the 5th place, by 2025.

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

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

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