



Program^{*}
The National Tourism Assembly
Brazzaville
From July 17 to 18 2017
(2017/06/06)

Sunday July 16 2017

10am to 6pm: Welcome, registration and badges
(Place: atRadisson Blu Hotel)

Day 1: Monday July 17 2017

8 - 11.30am: Welcome, registration, badges and participants sitting.
(Place: atRadisson Blu Hotel)

^{*} Subject to changes

11.30 am - 1pm: **Official opening ceremony of the first National Tourism Assembly of the Republic of Congo under the High Patronage of His Excellency Mr. Denis SASSOU-NGUESSO, President of the Republic of Congo.**
(Ceremony marking the International Year of Sustainable Tourism for Development in Africa).

- Welcome remarks of Mr. **Hugues NGOUELENDELE**, Mayor of Brazzaville City;
- Words of Circumstance of Mr. **Anthony KWAKU OHEMENG-BOAMAH**, UN Resident Coordinator & UNDP Resident Representative at United Nations;
- Remarks of Mrs. **Arlette SOUDAN-NONAUT**, Minister of Tourism and Leisure;
- Words of Circumstance of Dr. **Taleb RIFAI**, Secretary General of the World Tourism Organization (UNWTO)
- Opening words of His Excellency Mr. **Denis SASSOU NGUESSO**, President of the Republic of Congo.

Presentation of the open letter by Dr. **Taleb RIFAI**, Secretary General of the World Tourism Organization (UNWTO), to His Excellency Mr. **Denis SASSOU NGUESSO**, President of the Republic of Congo.

Masters of Ceremony: Mr. **Bienvenu BOUDIMBOU**
and Ms **Prisca OUYA**

Official Picture (Head of Contingent)

1 - 1.15pm: Global announcement / Presentation of the Strategy of Sustainable Tourism Development in the Republic of Congo - Brazzaville - and the expectations on the "Fonds Bleu"

1.15 - 2.15pm: **1st panel: "The "Fonds Bleu", Source of funding for Ecotourism"**

Panelists (5):

Moderator: Mr. **François SOUDAN**, Managing Editor of " Jeune Afrique"

2.15 - 3.30pm: Lunch Break (Place of the Conferences - Concorde Hotel - Kintélé)



2.15 - 3.30pm: **2nd panel: "What are the difficulties met by tourism operators in the Republic of Congo-Brazzaville"**

Panelists (5):

Moderator: Mr. Rémy POLIWA, Expert to the World Tourism Organization (UNWTO)

4.30 - 4.45pm: Coffee break (Place of the Conferences –Radisson Blu Hotel)

4.45 - 5.15pm: Update on the day's work

Moderator: Mr. Rémy POLIWA, Expert to the World Tourism Organization (UNWTO)

4.30 - 5.30pm: **Donors Meeting**

Moderator: Mrs. Vanessa SATUR - Program Manager - Technical Cooperation, World Tourism Organization
(Place:Radisson Blu Hotel)

5.30 - 7.30: Cocktail
(Place: Olympic Palace Hotel / entertainment: Griot)

20h00: **High Level Diner offered by the Ministry of Tourism and Leisure (Invitation only)**
(Place:Radisson Blu Hotel)

Day 2: Tuesday July 18 2017

8.30-9.30 am: Synthesis of work's Day 1

Moderator: Mr. Rémy POLIWA - Expert to the World Tourism Organization (UNWTO)

9.30 - 10.30am: **3rd panel: "Good governance favorable to Sustainable Tourism Development in the Republic of Congo (Brazzaville) and Sharing Experiences".**

Panelists (5):

Moderator: Mrs. **Vanessa SATUR** - Program Manager - Technical Cooperation, World Tourism Organization.

10.30 - 10.45am: Coffee break (Place of the Conferences –Radisson Blu Hotel)

10.45am - 12.30pm: **4th Panel :** "*How to integrate the civil society for a better sustainable tourism development in the Republic of Congo (Brazzaville) ?*"

Panelists (5):

Moderator:

12.30 - 2pm: Lunch Break (Place of the Conferences - Concorde Hotel - Kintélé)

2 - 3.15pm: **5th Panel :** "*The integration of the destination Congo - Brazzaville in the building of the African Destination Branding*"

Panelists (5):

Moderator: Mrs. **Carmen NIBIGIRA** - Regional Coordinator - East Africa Tourism Platform - World Tourism Organization (UNWTO)

3.15 - 3.30pm: Coffee break (Place of the Conferences –Radisson Blu Hotel)

3.30 - 4.30pm : Update on the day's work and Plenary work presentation

Moderator: Mr. **Rémy POLIWA** - Expert to the World Tourism Organization (UNWTO)

4.30 - 5pm: Reading and Adoption of the activity report

Moderator: Mr. **Rémy POLIWA** - Expert to the World Tourism Organization (UNWTO)

5 - 6pm: Closing Ceremony under the High Patronage of His Excellency Mr Denis SASSOU-NGUESSO, President of the Republic of Congo.

- Words of circumstance of Dr. **Taleb RIFAI**, Secretary General World Tourism Organization (UNWTO);
- Thanking words of Mrs. **Arlette SOUDAN-NONAUULT**, Minister of Tourism and Leisure;
- Closing words of His Excellency, Mr. **Clément MOUAMBA**, Prime Minister.



**Master of Ceremony: Mr. Gyldas MAYELA
and Ms Prisca OUYA**

9pm:

Gala Dinner

(Place: Radisson Blu Hotel / entertainment: Traditional Group)