

MENA TOURISM WORKSHOP

TUNIS AND WASHINGTON DC, DECEMBER 3-4, 2012

DAY 1: 3.12.2012	Agenda (Tunis R15 and Washington DC J5-050)
13:00 – 14:00 pm <i>(DC: 7:00 – 8:00 am)</i>	Registration of participants in Tunis and VC connection to Washington DC
14:00 – 14:15 pm <i>(DC: 8 – 8:15 am)</i>	High Level Welcoming Remarks <ul style="list-style-type: none"> ▪ H.E. Elyes Fakhfakh, Minister, Ministry of Tourism, Tunis ▪ Mr. Neil Simon M. Gray, Country Director, World Bank
14:15 – 15:00 pm <i>(DC: 8:15 – 9:00 am)</i>	Session 1: Tourism Sector and the Middle East and North Africa Region – the Trends to Tap into Overview of the development of regional tourism and discussion of changes in demand and supply post Arab Spring, Islamic intra-regional tourism, etc. Better understanding of ongoing trends through improved compilation of data is crucial to managing sector growth. <ul style="list-style-type: none"> ▪ Mr. Georges S. Zouain, Director General, Gaia Heritage, France and Lebanon ▪ Mr. Waleed Hazbun, Associate Professor, American University of Beirut, Lebanon <i>Moderator:</i> Mr. Simon Bell, Sector Manager, MNSFP, World Bank Group
15:00 – 16:15 pm <i>(DC: 9:00 – 10:15 am)</i>	Session 2: Tourism Strategies and Tools – How to Maximize Benefits of the Sector to MENA Countries Tourism strategies aim to maximize direct and indirect benefits of the sector to the country. Countries in the region are at varying stages of tourism policy development. Panelists will discuss their experience with strategy design and existing planning tools. <ul style="list-style-type: none"> ▪ Mr. Moez Belhassine, Deputy-Director, Ministry of Tourism, Tunis ▪ Mr. Sehl Zargouni, Founding Chairman of Association Edhiafa, Tunis ▪ Ms. Khadija Bchi, Statistics Department, Ministry of Tourism, Morocco <i>Moderator:</i> Mr. Taoufiq Bennouna, Senior Natural Resources Management Specialist, WB
16:15 – 16:30 pm <i>(DC: 10:15 – 10:30 am)</i>	Coffee Break
16:30 – 17:45 pm <i>(DC: 10:30 – 11:45 am)</i>	Session 3: Tourism Sector Competitiveness – Lessons Learned from Emerging Economies and Fragile and Conflict States Increasing tourism product competitiveness may require policies to improve access, upgrade infrastructure and attractions, diversify and improve destination positioning, as well as reforms to improve the investment climate and business operating environment. <ul style="list-style-type: none"> ▪ Ms. Hannah Messerli, Senior Private Sector Development Specialist, World Bank ▪ Ms. Hermione Nevill, Operations Officer, Tourism, Investment Climate for Industry, IFC ▪ Mr. Jade Salhab, Competitiveness and Private Sector Consultant <i>Moderator:</i> Ms. Jana Malinska, Economist, Middle East and North Africa FPD, World Bank
17:45 – 18:00 pm <i>(DC: 11:45 – 12:00 pm)</i>	Closing Remarks <ul style="list-style-type: none"> ▪ Mr. Loic Chiquier, Director, Middle East and North Africa FPD, World Bank Group
18:30 – 20:00 pm	Dinner Reception (Tunis)

<p>DAY 2 December 4, 2012</p>	<p>MENA TOURISM WORKSHOP (Tunis R15 and Washington DC J10-160)</p>
<p>13:00 – 14:00 pm</p>	<p>Registration of participants in Tunis and VC connection to Washington DC</p>
<p>14:00 – 15:15 pm <i>(DC: 8:00 – 9:15 am)</i></p>	<p><u>Session 4:</u> Tourism Skills and Capacity Building - Strategies to Increase Participation of Youth and Women</p> <p>Training in tourism and marketing can open the door for entrepreneurs - particularly those traditionally locked out of other sectors. This is why tourism has the potential to improve the lives of women and disadvantaged groups, especially in the developing world.</p> <ul style="list-style-type: none"> ▪ Mr. Jerry Sorkin, Tourism Consultant and President of TunisUSA ▪ Mr. Tom Baum, Professor of International Tourism and Hospitality Management, University of Strathclyde, Glasgow ▪ Mr. Don Hawkins, Eisenhower Professor of Tourism Policy, School of Business, George Washington University, Special Advisor to the UNWTO Secretary General ▪ Mr. Michel Welmond, Education Advisor, e4e Initiative for Arab Youth, IFC-WBG <p><i>Moderator:</i> Mr. Magdi Amin, Manager, Investment Climate Advisory Services, IFC</p>
<p>15:15 – 16:30 pm <i>(DC: 9:15 – 10:30 am)</i></p>	<p><u>Session 5:</u> Tourism Segments, Positioning and Private Sector Linkages – How to Spread Tourism Benefits More Widely</p> <p>The development of tourism segments; public-private linkages; and strengthening of the value-chain to integrate tourism into local, national and regional economy is critical in developing economies. The panelists will discuss projects in tourism, sub-sector development and strategies to increase linkages to the local economy.</p> <ul style="list-style-type: none"> ▪ Mr. Chris Johnson, Royal Society for the Conservation of Nature, Jordan ▪ Ms. Chantal Reliquet, Senior Urban Specialist, World Bank ▪ Mr. Ammar Kessab, Economist, African Development Bank ▪ Mr. Nabil Hamada and Mr. Mustapha Laroui, Ministry of Environment, Tunis ▪ Mr. Mohammed Al-Ani, Private Sector Development Specialist, MNSFP, World Bank <p><i>Moderator:</i> Ms. Banu Setlur, Senior Environmental Economist, World Bank</p>
<p>16:30 – 16:45 pm <i>(DC: 10:30 – 10:45 am)</i></p>	<p>Coffee Break</p>
<p>16:45 – 17:45 pm <i>(DC: 10:45 – 11:45 am)</i></p>	<p><u>Session 6:</u> Lessons for MENA – How to Organize for Efficient Sector Reform Implementation</p> <p>The closing session organized in working groups will review lessons and discuss strategies for efficient reform implementation. It will focus on better governance for business and reform and how to avoid pitfalls of uneven access to privilege.</p> <p><i>Moderator:</i> Ms. Sara Al Rowais, Private Sector Development Specialist, Middle East and North Africa FPD, World Bank</p>
<p>17:45 – 18:00 pm <i>(DC: 11:45 – 12:00 am)</i></p>	<p>Closing remarks</p> <ul style="list-style-type: none"> ▪ Mr. Simon Bell, Sector Manager, Middle East and North Africa FPD, World Bank