



AFRICA
YOUTH IN TOURISM
INNOVATION SUMMIT & CHALLENGE 2022

In collaboration with



4th EDITION & 2022

AFRICA YOUTH IN TOURISM

Innovation Summit and Challenge

Theme

Developing youth and innovative entrepreneurship solutions for inclusive tourism recovery in Africa.

Date: 26 July 2022: SMEs & Start-ups Training Day

Date: 27-29 July 2022

Venue: Safari Court Hotel & Conference Centre

Windhoek • Namibia

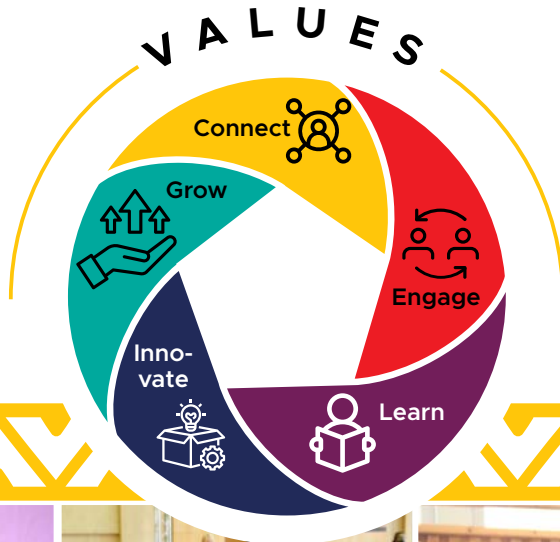
Website: www.youthtourismsummit.com



4th EDITION & 2022

AFRICA YOUTH IN TOURISM

Innovation Summit and Challenge





H.E. DR. HAGE G. GEINGOB
- President of the Republic of
Namibia



MESSAGE FROM HON. POHAMBА SHIFETA



HON. POHAMBА SHIFETA
*Minister of Environment
& Tourism, Namibia*

“Ongoma ohaihokelwa pondjila, keshe onghulungu tayeendepo tayiikumu” Oshiwambo proverb translated as ***“learning from others is the fastest way to get smarter and wiser”***. The 4th Africa Youth in Tourism Innovation Summit & Challenge 2022 is a platform for the youth and start-ups in tourism, travel, hospitality and all related industries to connect, engage, learn, innovate and grow, simultaneously; it can serve to leverage digitalization and data to transform the tourism sector. The Ministry of Environment, Forestry and Tourism, through the Directorate of Tourism and Gaming is mandated to ***“develop and support tourism”***, hence; this Summit is ideal especially during this dire times whilst Africa as a destination is trying to restore and re-activate the tourism sector in order to rebuild a more resilient tourism economy for post COVID-19. Undoubtedly, COVID-19 has not only reformed

the way engagements are viewed, it has instantly hastened digital transformation. I therefore call all African youth who are tourism aficionados to participate in the Summit as well as to hold hands and collaborate in exertion to recover the tourism sector for a better tomorrow as ***“tourism is everybody’s business”***.

Hon. Pohamba Penomwenyo Shifeta,
Minister of Environment, Forestry and Tourism
Government of the Republic of Namibia





ELCIA GRANDCOURT

*Director: Africa Department,
UNWTO, World Tourism
Organization*

“Innovation, technology and digitalization are an integral part of the evolution process of the tourism industry. The COVID-19 has sped up the urgency to integrate digital technology into the tourism and travel industry to reimagine businesses and destinations, design innovative tourism experiences, create or modify existing business operating processes so as to adapt to the new conditions and features of the global context”

“Tourism for Inclusive Growth places sustainable development, innovation, technology as well as youth and women empowerment as core priorities to be achieved for the advancement and progress of the sector within the continent” .

*@ Africa Youth in Tourism Innovation Summit
and Challenge in Accra, Ghana 2021*



NATALIA BAYONA

*Director: Innovation, Education
and Investments
World Tourism Organization
(UNWTO)*

“We can’t talk about tourism without talking about sustainability. But the good news is that with technology and innovation we have the power to create a better model for everybody – for businesses, communities, rural development and some of the more vulnerable sectors of our economies and societies.”

ZAM



BOTSWANA

Nations Online Pro

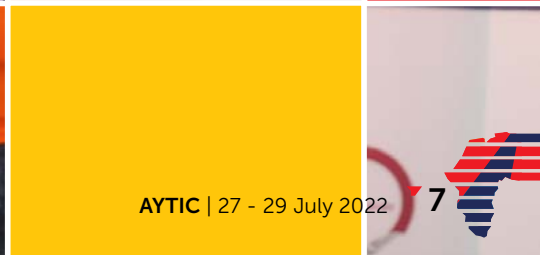
- ★ National capital
- Region capital
- Town, village
- ✈ Airport

A horizontal number line with two scales. The top scale is in kilometers (km), with major tick marks at 0, 50, 100, 150, and 200. The bottom scale is in miles (mi), with major tick marks at 0, 50, and 100. Vertical lines connect the corresponding values: 0 km to 0 mi, 50 km to 50 mi, 100 km to 100 mi, and 200 km to 100 mi.



SOUTH AFRICA







KWAKYE DONKOR
*Chief Executive Officer
Africa Tourism Partners*

Once again, it is with great pleasure to hold the Africa Youth in Tourism Innovation Summit (AYTIS) & Challenge in a changing world. Organised by Africa Tourism Partners (ATP) in collaboration with the United Nations World Tourism Organisation (UNWTO) and BDO South Africa, AYTIS 2022 will be hosted by Namibia's Ministry of Environment, Forestry and Tourism.

Being the lead pan-African Youth and start-ups in Tourism Summit on the continent, the Summit serves as a gathering of African youth, start-ups entrepreneurs and key stakeholders as well as mentors, innovators, academics and funders in tourism, travel and cross-cutting industries on an annual basis. It therefore offers all delegates and a global faculty of experts an opportunity to connect, engage, learn, innovate and grow with African industry leaders, funders, academics and tourism authorities on an annual basis.

AYITS also acts as a platform for Africa Youth in travel, tourism, hospitality and aviation to exchange ideas, knowledge and insights, and to collaborate. The purpose is to catalyse entrepreneurs' sustainability, growth, success and multiplies impact on local communities. As a result, it is delivered as an out-of-classroom learning and action learning innovation and entrepreneurial skills development.

Themed “*Developing youth and innovative entrepreneurship solutions for inclusive recovery*”, the desired outcomes for this year's Summit is to offer market access, lifelong partnerships, mentorship, funding and innovative opportunities for African youth, start-ups and entrepreneurs. This will be delivered as a curated SME Market access training, speed marketing sessions, desk-top exhibition, career development and guidance session and innovation challenge pitch battles. This is to allow like-minded people to connect with each other and identify collaborative opportunities.

Since its inception in 2018, the Africa Youth in Tourism Innovation Summit & Challenge has become a pan-African gathering that brings together youth, start-ups (leisure & MICE) and MICE professionals. We would like to express our gratitude to all past

and present supporting partners such as Ghana Tourism Authority, MasterCard Foundation (Rwanda) and partners, Rwanda Development Board, KwaZulu-Natal Tourism, NEPAD, RwandAir, Kenya Airways, Voyage Afriq, STTA (Kenya), University of Brighton (UK), Aviadev (UK) and ATC Uganda for contributing to the success of our youth through this programme.

In addition to USD1000 prize for the winner and UNWTO Academy IE University scholarship, top three finalists of the **2022 Africa Youth in Tourism Challenge** will also be introduced to industry leaders, mentors and potential funders and/or partnerships. The finals will however take place on the margins of the annual Africa Tourism Leadership Forum (ATLF) and Awards scheduled to take place in Gaborone, Botswana from 24 - 26 October 2022.



1. ABOUT THE EVENT

The 4th and 2022 Youth in Tourism Innovation Summit will be hosted by the Ministry of Environment, Forestry and Tourism, Namibia. The key focus areas will include but are not limited to youth entrepreneurship, and students' immersion in innovation, small enterprise development, personal transformation, and self-actualization.

Delegates will connect with African and global tourism leaders, entrepreneurial innovators, and partner organizations from across Africa and the rest of the world.

Held annually in collaboration with the UNWTO and BDO, this year's Summit will include a desktop exhibition focused on highlighting youth empowerment initiatives, SMEs trade offerings including tour operators, tourism accommodation facilities, transport service providers, educational institutions, travel and marketing technology start-ups and incubators, employment agencies, professional development and more. The goal is to provide a transformative platform for African Youth, start-ups, entrepreneurs, students and small enterprises for income generation and career development.

2. UNWTO AND AFRICA YOUTH IN TOURISM

UNWTO is a United Nations World Tourism organization that brings together 159 Member States, 6 Associate Members and





over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities. Currently, the UWNTO's strategic pillars of action include:

- making tourism smarter through celebrating innovation and leading the digital transformation of the sector;
- making tourism more competitive at every level through promoting investment and promoting entrepreneurship;
- creating more and better jobs and providing relevant training;
- building resilience and promoting safe and seamless travel, and
- harnessing tourism's unique potential to protect cultural and natural heritage and to support communities both economically and socially.

In this regard, UNWTO leads policies and projects articulated with the United Nations Sustainable Development Goals (SDGs). Through its Innovation, Education and Investments Department, it has led 7 entrepreneurship competitions (UNWTO Tourism start-up Competitions), 6 innovation challenges (UNWTO Specific Challenges) and 11 technology and innovation forums (UNWTO Tourism Tech Adventures), building an Innovation Network of over 5000 start-ups, 450 companies, 280 public institutions, 180 education centres, 40 incubators/accelerators and 200 investors. The connection of this ecosystem has allowed the achievement of more than 45 million Euros for start-up funding.

3. THE OBJECTIVES

The Summit is established to nurture African youth, start-ups, small enterprises and accelerator initiative to pursue opportunities across the global tourism ecosystem to become industry change-makers and future industry leaders. Other specific objectives are to:

- Create a viable network to support youths, start-ups and small enterprises to maximise their leadership potentials;
- help to drive a transformative change in their societies and nations at large through critical and design thinking;
- train, inspire and equip youths across Africa to impact their world, and proffer lasting innovative solutions for growing Africa tourism sector;
- empower youth at all levels, start-ups and small enterprises by offering market access, business development, value-partnership, mentorship and funding solutions;
- present an opportunity for youth to showcase their tourism related businesses and bankable projects to the global marketplace in order to find the required support;
- Offer career development opportunities for youth interested in pursuing careers in travel, tourism, tourism academia, hospitality, aviation, conservation and related industries and sub-sectors.



4. THE YOUTH AND SME TOURISM EXHIBITION AND INNOVATION SHOWCASE

This offers the following opportunities to all delegates:

- market access, sales and business development opportunity in order to allow start-ups and entrepreneurs to thrive in their business;
- lessons for revenues growth tactics by showcasing their products and services, do business and network at the Summit;
- provide countless opportunities and allow delegates to identify new marketing opportunities, sell products and services; and
- build relationships and find cross-border travel and tourism business and marketing opportunities.

5. AFRICA YOUTH IN TOURISM INNOVATION CHALLENGE

The Africa Youth in Tourism Innovation Summit (AYTIS) & Challenge is hosted by Africa Tourism Partners in collaboration with UNWTO and BDO. It is the “one and only” pan-African Youth and start-ups in Tourism Summit and innovation challenge in tourism on the continent.

This competition invites and welcomes innovative ideas and solutions that goes beyond technology but are travel, tourism and MICE industry-related projects for review and adjudication by a preeminent panel of industry leaders. Through the summit and other media platforms, the top 5 finalists of the Africa Youth in Tourism Innovation Challenge are introduced to industry leaders, mentors and potential funders and/or partnerships.

Shortlisted Innovation Challenge nominees will have will be given mentorship opportunities and be introduced to potential investors subject to the quality of innovations. The finals of the Innovation Challenge will take place on the margins of the annual Africa Tourism Leadership Forum (ATLF) and Awards scheduled to take place in mid-November 2022 in Botswana.

Visit: www.youthtourismsummit.com

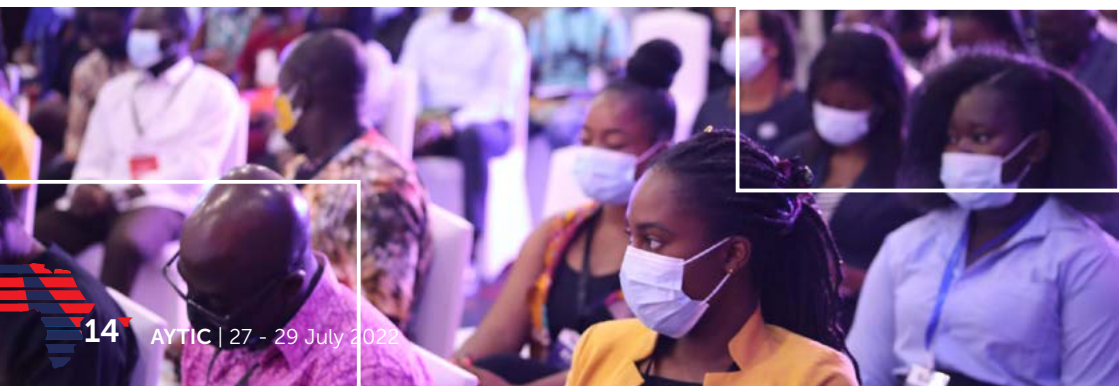
6. WHY ATTEND AND SUPPORT?


- Secure intra-Africa tourism business opportunities and market access
- Gain insights into a myriad of intra-Africa tourism innovation opportunities

- Learn how to build tourism supply chain linkages and opportunities with big industry stakeholders including leisure, MICE and travel technology;
- Learn about post-Covid-19 “new world” opportunities in terms of technology, financing and market access for start-ups, academia, investors, accelerators and venture builders;
- Network with among others, potential investors, public sector entities, start-ups, academia, corporations, accelerators and venture builders;
- Meet local and regional innovation and entrepreneurship ecosystem with international tourism leaders supporting start-ups in scaling up their businesses;
- Exchange of knowledge, business models and build partnerships;
- Learn about strategies for developing robust innovation culture in tourism anchored on skills development for business growth;
- Learn how to develop creative tourism solutions through the application of disruptive technologies;
- Be equipped with new skills in travel & tourism technology and new quality standards
- Gain from career guidance as fresh high school and university graduate interested in travel and tourism eco-system careers; and
- Be part of new and exclusive intra-Africa marketplace for youth, start-ups and SMMEs.

7. WHO ATTENDS?

Approximately 250 in-person and over 1600 virtual attendees including Ministers, tourism officials, policymakers, SMMEs, start-ups, students, entrepreneurs and government officials from Africa and the rest of the world. Among these are young women-owned and run tourism businesses, venture capitalists, tourism innovators, technopreneurs, entrepreneurs, university students, university lecturers, start-ups, representatives of youth agencies, officials of youth public institutions, education centres, investors and incubators/accelerators around compelling tourism issues. Others are executives and representatives and staff of youth development, entrepreneurship, tourism career guidance and development organisations.





Key stakeholders, partners, supporters and participants include corporations, international development organisations, financial institutions, government ministries responsible for youth, sports and recreation, education centres, universities, civil society organisations, investors and incubators/accelerators. Others are leisure tourism, business tourism and MICE organisations interested in succession planning and youth development across Africa.

8. THE FACULTY

The Summit's faculty is assembled of world-renowned practitioners, professionals, experts, educators, future leaders, change-makers and trail-blazing researchers. Through the delivery of meaningful and practical dialogue, insightful presentations, training and interactive discussions, the faculty provides dynamic solutions to business challenges and empowers participants to apply their new skills and frameworks to make an immediate impact.

Among these are Ministers, UNWTO Director for Africa, Director: Innovation, Education and Investments, University Professors, Young Tourism Innovators, C-Level Corporate Executives, Successful Entrepreneurs, Lead Business Advisors, Sustainability Experts, Researchers, Hotel General Managers, Digital Marketing and Transformation experts, young entrepreneurs, Lead Industry Employment experts and more.



9. PROGRAMME

The programme comprises a series of business engagements, action-learning case studies, workshops, career development, market access and education initiatives. These aim to give attendees a unique platform to share and discuss innovative ideas, visions and proposals for start-ups, business recovery opportunities and revenue maximisation as presented below:

PROGRAMME OVERVIEW: 26 - 29 JULY 2022

DATE	DETAILS
Tuesday, 26 July	<ul style="list-style-type: none">• Arrival of Delegates• Tourism Start-ups and Entrepreneurship Expo Set-up (Exhibition)• Namibia SME Digital/Social Media and Business Development Masterclass• Evening at Leisure
Wednesday, 27 July	<ul style="list-style-type: none">• Official opening• Innovation Challenge Battle• Full day Summit• Business to Business Meetings and Evening Welcome Cocktail
Thursday, 28 July	<ul style="list-style-type: none">• Full day Summit• Evening at Leisure
Friday, 29 July	<ul style="list-style-type: none">• Full day Summit• Career guidance and development• End of Summit• Innovation Challenge Awards

26 July 2022

**Delegates Arrivals and Tourism Start-ups and Entrepreneurship Desk Top Exhibition
Set-up & SMME TRAINING DAY**

PROGRAMME

TIME	DETAILS	FACULTY
ALL DAY	DELEGATES ARRIVALS & MARKET ACCESS EXPO SET-UP	
09h00 – 09h05	Welcome	<ul style="list-style-type: none">• Seimy Shidute – Deputy Executive Director, Administration, Planning and Tourism, Ministry of Environment, Forestry and Tourism, Namibia
09h10 - 10h00	Masterclass - Youth and SMME Digital and Social Marketing The best of digital marketing for tourism, global case studies – SMMEs' perspective	<ul style="list-style-type: none">• Hando Sinisalu – Founder, Marketing Parrot, Estonia
10h00 – 11h00	Masterclass – Youth and SMME Digital and Social Media Marketing Digital and social media marketing in action – practical steps for profitable digital marketing approach for entrepreneurs	<ul style="list-style-type: none">• Lizanne Du Plessis - Founder Eco Africa Digital, South Africa
11H00 - 11H15	NETWORKING AND REFRESHMENT BREAK	ALL PARTICIPANTS
11h15 - 12h15	Conceptualising and developing new business models in commercially viable Small Enterprises	<ul style="list-style-type: none">• Dan Dsouza - Innovation, UK
12h15 - 13h00	Unpacking the business of MICE (Meetings, Incentives, Conferences and Events): An untapped opportunity for African Youth in Tourism & Entrepreneurship Africa	<ul style="list-style-type: none">• Linda Pereira - Senior Partner and CEO, L&I Communications Group, Portugal
13h00 – 14h00	NETWORKING LUNCH	ALL PARTICIPANTS
14h00 - 15h00	Pursuing a career in MICE in confidence - Exploring the MICE industry career path through learning, professionalism and high performance culture	<ul style="list-style-type: none">• Mulemwa Moongwa (CMM) - Meetings Professionals International, Zambia
15h00 – 16h00	Jumpstarting SMEs & Start-ups Learning about how SMEs & Start-ups can maximize new opportunities to accelerate business recovery and enhance growth	<ul style="list-style-type: none">• Jabulani Debedu - Senior Consultant, BDO, South Africa• Lee-Anne Bac - Director, BDO, South Africa



TIME	DETAILS	FACULTY
16h00 – 17h00 Room 1	# Staying in Business Transitioning from tourism start-up to micro, small and medium enterprise in tourism	Septi Bukula - Founder, SEEZA and Managing Director, Osiba Management, South Africa
16h00 – 17h30 Room 2	Break-away session - Tourism Innovation Challenge Boot Camp / Demo Session	Youth Challenges Judges <ul style="list-style-type: none"> • Barry Clemens - CEO, Hospitality EQ, Kenya • Akwasi Obeng-Adjei - Director of Audit, Investment Management and Insurance, ABSA Group, South Africa • Prof. Keo Motaung - Director: Technology Transfer and Innovation, Durban University of Technology, South Africa • Dr. Kobby Mensah - Senior Lecturer and Coordinator, Department of Marketing and Entrepreneurship, Ghana • Caroline Amito - Hotel Pearl Afrique, Uganda • Netumbo Nashandi - FENATA Chairperson, Namibia • Jose Ricardo Diaz Ardila - Innovation and Digital Transformation Expert, UNWTO, Spain • Danny Meyer - SME Compete Consultant, Namibia • Mentors and Shortlisted Nominees • Facilitator - Barry Clemens, CEO, EQ Hospitality, Kenya
	End of day at leisure	

DAY 1

27 JULY 2022

TIME	DETAILS	FACULTY
06h30 – 7h30	HEALTH & WELLNESS: WINDHOEK 5.5 KILOMETRE RUN/ WALK	NAMIBIAN SPORT & RECREATION PARTNERS
09h00 - 16h00	Africa Youth and Small Enterprises in Tourism Expo – Desktop Exhibition	All Registered Exhibitors/ Buyers
07h00 - 08h00	Registration	ATP and MEFT
08h00 - 08h45	Speed marketing session	NTB, COW, MICT AND FENATA
OFFICIAL OPENING EVENT Program Director: Seimy Shidute - Deputy Executive Director, Administration, Planning and Tourism, Ministry of Environment, Forestry and Tourism, Namibia		
09h00 - 09h05	Introductions, National and AU Anthem	• ALL
09h05 - 09h20	Welcoming Remarks	• Mr. Teofilus Nghitila - Executive Director, Namibia Ministry of Environment, Forestry and Tourism
09h20 - 09h30	Message from UNWTO – Leveraging the power of Innovation and Youth entrepreneurship as the key to building sustainable tourism ecosystem in Africa	• Ms. Elcia Grandcourt - Director, Africa Department, UNWTO, Spain
09h30 - 09h40	Message by Africa Tourism Partners Lead Conveners	• Mr. Kwakye Donkor, CEO - Africa Tourism Partners
09h40 - 09h50	Message from UN - Namibia	• H.E. Sen Pang, UN Resident Coordinator, Namibia
09h50 - 10h20	Presentation of Namibia's Tourism Recovery Plan 2022 to 2024	• Mr. Teofilus Nghitila - Executive Director/Mr. Sebulon Chicalu - Director of Tourism, Ministry of Environment, Forestry and Tourism, Namibia
10h20 – 10h30	Entertainment	• Entertainment
10h30 – 10h40	Introduction of the Keynote Speaker	• Mr. Teofilus Nghitila - Executive Director, Namibia Ministry of Environment, Forestry and Tourism
10h40 -11h30	Keynote Address	• Hon. Pohamba Shifeta, MP - Minister of Environment, Forestry and Tourism, Namibia
11h30 – 11h40	Entertainment	• Entertainment



TIME	DETAIL	FACULTY
11h40 – 11h50	Vote of Thanks	<ul style="list-style-type: none"> Hon. Heather Sibungo, Deputy Minister of Environment, Forestry and Tourism, Namibia.
Group Ministerial Photo with H.E. Dr. Hage Geingob, President of the Republic of Namibia		
12H00 - 13H00	LUNCH - TOUR OF AFRICAN CUISINE AND EXHIBITION	
13h00 - 14h45	<p>Thought leadership & Ministerial roundtable</p> <p>Mainstreaming the role of youth, start-ups and SMES as future change-makers across Africa's Tourism ecosystem</p>	<ul style="list-style-type: none"> Hon. Pohamba Shifeta, MP - Minister of Environment, Forestry and Tourism, Namibia Hon. Modero Nsimba Matondo - Minister of Tourism, DR Congo Hon. Nqobizitha Mangaliso Ndlovu - Minister of Environment, Climate Change, Tourism and Hospitality Industry, Zimbabwe Hon. Philda Nani Kereng – Minister of Environment, Natural Resources and Tourism, Botswana Elcia Grandcourt - Director - Africa Department, UNWTO, Spain Alka Bhatia, UNDP-Namibia, Resident Representative Hon. Rodney Sikumba - Minister of Tourism and Arts - Zambia Ileka Mosepi - Director General, National Tourism Office, DR Congo (interpreter) Moderator: Nomasonto Ndlovu - COO, South African Tourism

TIME	DETAIL	FACULTY
14h50 – 15h45	Defining your own path of entrepreneurship through critical thinking and design and innovative leadership	<ul style="list-style-type: none"> • Heinrich Hafeni - Chairman and CEO, Hafeni Afrika Tourism Group Pty Ltd, Namibia and Co-Founder, Africa Economic Leadership Council (AELC) • Ignacio Villoch - Ecosystem Builder/ Open Innovation/New Business Models/Client Solutions, BBVA, Spain • Alex Mabunda - Founder and CEO, Ntiyiso Consulting Group, South Africa • Dean Snyders - Founder & Managing Director, Decanus Airlines, South Africa & Somaliland • Moderator: Hando Sinisalu – Founder, Marketing Parrot, Estonia
15h45 – 16h00	Refreshment Break & Networking Session	
Session I Hall A 16h00 – 16h40	Future change-makers case study Gaining insights into how to transition from innovation to becoming an economically change-maker – The case of AfroChella, Ghana	<ul style="list-style-type: none"> • Kenneth Agyapong Jr - Co-founder, AfroChella • Khaliphile - Student Pilot, Zimbabwe Flight Centre • Jean Confident Irene Niyizibyose - Founder and Managing Director, Augmented Future, Rwanda • Moderator: Luzé Kloppers - Architect & Project Manager. Runner-up, Youth in Tourism Innovation Challenge 2021 & Programme Ambassador, Namibia
Session II Hall B 16h05 – 16h40	The “Arts and Science” of quality assurance: Creating competitive and quality standards for enhanced revenue growth for the global marketplace.	<ul style="list-style-type: none"> • Septi Bukula - Founder, Seeza Tourism SME Network, South Africa • Jean Byamugisha - Executive Director, Uganda Hotel Owners Association • Digu //Naobeb - CEO, Namibia Tourism Board • Gys Joubert - CEO, Gondwana Collection, Namibia • Moderator: Lee-Anne Bac, Director, BDO, South Africa
16h40 – 17h00	Synthesis of the Day	<ul style="list-style-type: none"> • Miller Matola – CEO, Millvest Advisory, South Africa
18h00 – 19h30	B2B Meetings	<ul style="list-style-type: none"> • All delegates, exhibitors, media and invited guest
19h30 – 22h00	Welcome Cocktail	<ul style="list-style-type: none"> • All delegates, exhibitors, media and invited guest



DAY 2

28 JULY 2022

TIME	DETAIL	FACULTY
08h00 – 16h00	Programme Direction	Programme Director - Bentum-Williams - Managing Publisher Voyages Afriq & UNWTO Communications Expert, Africa
08h00 – 09h00	Welcome & Speed Marketing Session	<ul style="list-style-type: none"> • Namibia Investment Promotion and Development Board (NIPDB) • Namibia Tourism Board • Namibia Media Holdings • Federation of Namibian Tourism Associations (FENATA). • Destination Swakopmund • Adventure Travel Media • City of Windhoek • Ministry of Information, Communication and Technology • Ministry of Environment, Forestry and Tourism
09h05 – 10h05	Business Advisory Expert Perspective Understanding critical steps in financial modelling for SME funding in a post-Covid era	<ul style="list-style-type: none"> • Jabulani Debedu - Senior Consultant, Strategic Development and Advisory, BDO, South Africa • Mr. Robert Eiman, the DBN Head: SME Finance, Namibia, Development Bank • Kaunapaua Ndilula - Managing Director & Trustee, NamPro Fund, Namibia • York Zucchi – Centre for unconventional entrepreneurship, Switzerland • Moderator: Dr Geoffrey Manyara - Economic Affairs Officer, UNECA, East Africa Office, Kigali, Rwanda

TIME	DETAIL	FACULTY
10h10 - 11h10	Professionals Insights into Fintech and Travel Tech Leveraging the linkages between tourism and fintech as an SME enabler and entrepreneurial opportunity	<ul style="list-style-type: none"> • Iddy John - CEO, Safari Wallet, Tanzania • Adebayo Adedeji - CEO, Wakanow, Nigeria • John Friel – Country Manager, Travelstart, South Africa • David Akinin – Founder & CEO, Jabu • Jose Richardo Diaz Ardila -Senior Specialist, Innovation, Education and Investment Department, UNWTO, Spain • Moderator: Francois van Schalkwyk – Executive Director for the Investments & New Ventures, Namibia Investment Promotion & Development Board
11h10 – 11h20	REFRESHMENT BREAK AND EXPO TOUR	
11h20 – 12h10	Fostering transformation & innovation Digital Transformation and Innovation: A growth imperative for tourism SME and Start-up in Africa	<ul style="list-style-type: none"> • Prof Keo Motaung – Director, Technology Transfer and Innovation, Durban University of Technology, South Africa • Natalia Bayona - Director, Innovation, Education and Investments, UNWTO, Spain • Linda Balme – Commercial Manager Travelstart & Innovation City, South Africa. • Prof. Diane Abrahams – Director, School of Tourism and Hospitality, University of Johannesburg, South Africa • Moderator: Dr. Kobby Mensah, Senior Lecturer and Coordinator, MSc. Hospitality and Tourism, University of Ghana Business School
12h10– 13h10	Deals’ Pros and Investment Angels Perspective Critical steps in mastering the investment proposal pitch	<ul style="list-style-type: none"> • Kevin Hin – Secretary-General, Junior Chamber International, JCI, Monaco • Dan Dsouza – Innovation, UK • Francois van Schalkwyk – Executive Director for the Investments & New Ventures, Namibia Investment Promotion & Development Board • Stacey Susa-Pinto – CEO, Namibia Trade Forum, Namibia • Richmond Kwame Frimpong - CEO, Financial Advisory International Trade Pro, Ghana • Moderator: Ben-Anane Nsiah – Director, Product and Investment, Ghana Tourism Authority



TIME	DETAIL	FACULTY
13h00 – 14h00	TOUR OF AFRICAN CUSINE AND EXHIBITION	
14h00 – 14h20	<p>TEDTALK</p> <p>Fostering creativity in domestic tourism - The case of Africa's Connect</p>	<ul style="list-style-type: none"> • Rumbidzai Mudzengerere – Managing Director, Africa's Connect – Zimbabwe
14h25 – 15h20	<p>Think Tank Session</p> <p>Business Events / MICE (Meetings, Incentives, Conference Exhibitions and Events): A catalyst for innovative entrepreneurship and human capital development</p>	<ul style="list-style-type: none"> • Amanda Kotze-Nhlapo – Chief Convention Bureau Officer, South Africa • Linda Pereira – Senior Partner and CEO, L&I Communications group, Portugal & UK • Mulemwa Moongwa. Meetings Professionals International, Zambia • Sebulon Chicalu - Director, Tourism and Gaming, Ministry of Environment, Forestry and Tourism, Namibia • Nangula Uaandja – CEO, Namibia Investment Promotion and Development Board • Moderator: Chavunga Lungu - Director Marketing, Zambia Tourism Agency
15h20 – 16h00	<p>Lessons from the Future</p> <p>Reimagining the “Future of Work” and skills development in tourism, travel, hospitality and aviation</p>	<ul style="list-style-type: none"> • Hon. Dr. Itah Kandjii – Murangi, MP – Minister of Higher Education, Technology and Innovation, Namibia • Akwasi Obeng-Adjei - Director: Director of Audit, Investment Management and Insurance, ABSA Group, South Africa • Roux-Che Locke - Group Manager, Corporate Relations, O & L Group of Companies • Moderator: Digu //Naobeb, CEO, Namibia Tourism Board

TIME	DETAIL	FACULTY
16h00 – 16h40	Pitch Battles Africa Youth In Tourism Innovation Challenge Demos & Pitch Battle 5 (8 Minutes per pitch).	All judges for Africa Youth in Tourism Innovation Challenges <ul style="list-style-type: none"> • Barry Clemens – CEO, Hospitality EQ, Kenya • Akwasi Obeng-Adjei - Director: Investment Cluster and Insurance (Rest of Africa), Absa Group Internal Audit, South Africa • Prof. Keo Motaung – Director, Technology Transfer and Innovation, Durban University of Technology, South Africa • Dr. Kobby Mensah - Senior Lecturer, Department of Marketing and Entrepreneurship, University of Ghana Business School • Caroline Amito – Hotel Pearl Afrique, Uganda • Netumbo Nashandi - FENATA Chairperson, Socialentrepreneur, Namibia • Jose Ricardo Diaz Ardila - Innovation and Digital Transformation Expert, UNWTO, Spain • Danny Meyer - SME Compete Consultant, Namibia • Moderator: Sebulon Chicalu - Director, Tourism and Gaming, Ministry of Environment, Forestry and Tourism, Namibia
16h45 – 17h00	Synthesis of Day	Miller Matola – CEO, Millvest Advisory, South Africa
Evening at Leisure		

DAY 3 & FINAL DAY

29 JULY 2022

TIME	DETAIL	FACULTY
08h00 – 08h50	Registration	
08h50 – 09h05	WELCOME AND INTRODUCTION	Nnenna Fakoya-Smith - Tourism Promoter, and visibility strategist, Nigeria
09h05 - 09h15	Keynote Message	<ul style="list-style-type: none"> Natalia Bayona - Director, Innovation, Education and Investment, UNWTO, Spain
09h20 - 09h40	TEDTALK Pioneering creativity and innovation: The case of Creative Switzerland	<ul style="list-style-type: none"> Iwona Fluda - Founder, Creative Switzerland
09h40 – 10h40	Employability insights Embarking on future proofing education today for commercial realities in aviation, travel, tourism and hospitality	<ul style="list-style-type: none"> Dr. Carmen Nigibira – Country Director, ESP, Gabon Dr. Erling Kavita, Executive Director NUST Satellite Campuses, Namibia Muvatera Ndjose – Siririka, Acting CEO, Namibia Training Authority, Namibia Susan Akporiaye, National President, National Association of Nigeria Travel Agencies National Secretariat, Nigeria Elcia Gradcourt - Director, Africa Department, UNWTO, Spain Moderator: Prof. Nellie Swart (CMP) - Associate Professor: Tourism Management, University of South Africa
10h45 -11h30	Future outlook & Opportunities Maximising Africa Continental Free Trade Area - An opportunity for youth employability and entrepreneurship in travel and tourism.	<ul style="list-style-type: none"> Andreas Andegene – Chief Trade Promotions Officer, Ministry of Industrialization and Trade, Namibia Pascal Viroleau - Chief Executive Officer, Vanilla Islands Organisation, Reunion Island Vincent Oparah - Senior Programme Officer - Programme Innovation and Entrepreneurship, NEPAD - AUDA, South Africa Moderator: Daisry Mathias - Presidential Advisor on Youth Matters, Youth Matters & Enterprise Development, Office of the President, Namibia
11H30- 11H45	REFRESHMENT BREAK AND EXHIBITION VISIT	

TIME	DETAIL	FACULTY
11h45 - 12h25	In conversation with Aviation Experts Building a sustainable career development opportunity in Africa's aviation industry	<ul style="list-style-type: none"> Achma Foster, CEO Airline Pros, International, USA Winnie Muchanyuka – CEO, Zimbabwe Tourism Authority Toska Sem - Executive Director, Namibia Civil Aviation Authority Moderator: Aaron Munetsi - CEO, Airline Association of Southern Africa (AASA).
12h25 - 13h15	Future Horizon & Change - making Bridging the gap between African tourism change- makers, future leaders and established industry players	<ul style="list-style-type: none"> Francine Zana - Exclusive Hospitality Concepts, South Africa Ernest Odame – Host, Men's Lounge e.TV, Ghana Reinhold Mangundu - Program Development Officer, Progress Namibia Technical and Advisory Services Moderator: Dr. B. F Maseke - Head Department Enterprise Development and Management, University of Namibia
13H15-14H00	TOUR OF AFRICAN CUISINE AND EXHIBITION	
14h00 – 15h00	Social Innovation Conversations Empowering African Youth through social entrepreneurship in the era of “sustainability”	<ul style="list-style-type: none"> Jacqui Taylor - Founder & CEO, Rural Tourism Africa, South Africa Benedict Libanda - CEO, Environmental Investment Fund, Namibia Judy Kepher-Gona - Lead: Sustainable Tourism Strategy & Partnerships, STTA, Kenya Givemore Chidzidzi - COO, Zimbabwe Tourism Authority Moderator: Lily Rakorong - CEO, HATAB, Botswana

TIME	DETAIL	FACULTY
15h00 – 16h30	Career Guidance and Youth Development Clinic One-on-one Expert consultations	<ul style="list-style-type: none"> • Soni Nrupesh - Digital Strategist Specialist, Founder, FACILIT8, Namibia • Collins Ackwerh – Digital Marketing Official, Ghana Tourism Authority • Simon Williams - Founder and Former Dual Vocational I TVET Director • Social entrepreneurship • Environmental Sustainability and Conservation • Hotel and Hospitality management • Travel and Fintech • MICE/Business Events • Research and Academia • Aviation • Hospitality EQ, • Dr PPS Sifolo - Senior Lecturer, Tshwane University of Technology, South Africa • Susan Akporiaye - National President, National Association of Nigeria Travel Agencies National Secretariat, Nigeria • Moderator: Albert Kasozi - CEO, Association of Uganda Tour Operators
16h30 – 16h45	Synthesis	<ul style="list-style-type: none"> • Miller Matola – CEO, Millvest Advisory, South Africa
16h45– 17h00	Closing Remarks	<ul style="list-style-type: none"> • Ms. Madelein /Goagoses – Chair, Namibia Tourism Board

TIME	DETAIL	FACULTY
17h10-20h00	<p>Cocktail evening, Youth in Tourism Innovation Challenge Awards and Networking</p> <p>Part I Announcement of the Winners of British Council Innovation for African Universities</p> <p>- Accelerating Youth Entrepreneurship and Innovation for Sustainable Tourism in Africa Awards</p> <p>Part II</p> <p>Innovation Challenge awards': Announcement of Africa Youth in Tourism Innovation Challenge - Top 5</p>	<ul style="list-style-type: none"> • Keynote Speech: Elcia Grandcourt - Director, Africa, UNWTO, Spain • University of Brighton Business School (UK), Africa Tourism Partners (South Africa), Strathmore University (Kenya), University of Ghana Business School and STTA, Kenya • Closing Remarks: Hon. Pohamba Shifeta, MP - Minister of Environment, Forestry and Tourism, Namibia • Vote of Thanks: Kwakye Donkor - CEO, Africa Tourism Partners

FACULTY OF SPEAKERS



H.E. Dr. Hage G.
Geingob - President of
the Republic of Namibia



Hon. Pohamba Shifeta,
MP - Minister of
Environment, Forestry
and Tourism, Namibia



Ms. Elcia Grandcourt
- Director, Africa
Department, UNWTO,
Spain



Mr. Kwakye Donkor -
CEO, Africa Tourism
Partners



H.E. Sen Pang - UN
Resident Coordinator,
Namibia



Mr. Teofilus Nghitila -
Executive Director of
Tourism, Ministry of
Environment, Forestry
and Tourism, Namibia.



Mr. Sebulon
Chicalu - Director of
Tourism, Ministry of
Environment, Forestry
and Tourism, Namibia



Hon. Heather Sibungo
- Deputy Minister of
Environment, Forestry
and Tourism, Namibia



Miller Matola - CEO,
Millvest Advisory South
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Barry Clemens - CEO,
Hospitality EQ, Kenya



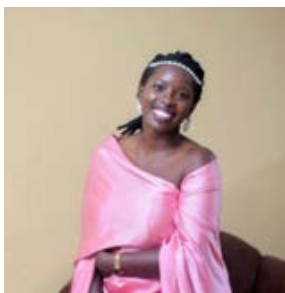
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Transfer and
Innovation, Durban
University of
Technology, South
Africa



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Adjei - Director of
Audit, Investment
Management and
Insurance, ABSA Group,
South Africa



Dr. Kobby Mensah -
Senior Lecturer and
Coordinator, Department
of Marketing and
Entrepreneurship, Ghana



Caroline Amito - Hotel
Pearl Afrique, Uganda



Netumbo Nashandi -
FENATA Chairperson,
Namibia



Jose Ricardo Diaz
Ardila - Innovation and
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Expert, UNWTO, Spain



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Executive Director,
Administration, Planning
and Tourism, Ministry of
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and Tourism, Namibia



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- Founder, Best
Marketing & Marketing
Parrot, Estonia



Lizanne Du Plessis -
Founder Eco Africa
Digital, South Africa



Dan Dsouza -
Innovation, UK



Linda Pereira - Senior
Partner and CEO, L&I
Communications Group,
Portugal



Mulemwa Moongwa
(CMM) - Meetings
Professionals
International, Zambia



Jabulani Debedu -
Senior Consultant, BDO,
South Africa



Lee-Anne Bac -
Director, BDO, South
Africa



Septi Bukula - Founder,
SEEZA and Managing
Director, Osiba
Management, South
Africa



Hon. Modero Nsimba
Matondo - Minister of
Tourism, DR Congo



Simon Williams -
Founder and Former
Dual Vocational I TVET
Director



Hon. Mangaliso Ndlovu -
Minister of Environment,
Climate Change, Tourism
and Hospitality Industry,
Zimbabwe



Hon. Philda Nani Kereng
- Minister of Environment,
Natural Resources and
Tourism, Botswana



Hon. Rodney Sikumba -
Minister of Tourism and
Arts - Zambia



Pascal Viroleau - Chief
Executive Officer, Vanilla
Islands Organisation,
Reunion Island



Nomasonto Ndlovu
- COO, South African
Tourism



Heinrich Hafeni -
Chairman and CEO,
Hafeni Afrika Tourism
Group Pty Ltd, Namibia
and Co-Founder, Africa
Economic Leadership
Council (AELC)



Ignacio Villoch -
Ecosystem Builder/
Open Innovation/New
Business Models/Client
Solutions, BBVA, Spain



Alex Mabunda -
Founder and CEO,
Ntiyiso Consulting
Group, South Africa



Susan Akporiaye -
National President,
National Association of
Nigeria Travel Agencies
National Secretariat,
Nigeria



Kenneth Agyapong Jr -
Co-founder, AfroChella,
Ghana



Khaliphile Sibanda
- Student Pilot,
Zimbabwe Flight Centre



Luzé Kloppers - Architect
& Project Manager.
Runner-up, Youth in
Tourism Innovation
Challenge 2021 &
Programme Ambassador,
Namibia



Septi Bukula - Founder,
Seeza Tourism SME
Network, South Africa



Jean Byamugisha -
Executive Director,
Uganda Hotel Owners
Association, Uganda



Digu //Naobeb - CEO,
Namibia Tourism Board



Kojo Bentum-
Williams - Managing
Publisher Voyages
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Wallet, Tanzania



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John Friel – Country
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JCI, Monaco



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Jean Confident Irene Niyizibyose - Founder and Managing Director, Augmented Future, Rwanda



Francine Zana - Exclusive Hospitality Concepts, South Africa



Eugene Allotey - Co- Founder/ Chief Operations Officer at Creative Ltd- 2021 Winner Africa Youth in Tourism innovation, Ghana



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FACTS ABOUT NAMIBIA

GENERAL INFORMATION

Population: 2.3 million → 300 days of sunshine and little rain → 824 292 square kilometers

POPULATION



2.3 MILLION PEOPLE

Population growth rate: **2.6%**

- World's oldest desert
- World's highest sand dunes
- World's second largest Canyon
- The best times to visit Namibia are between June and October
- Winter is between May-September
- Summer (October-April)



LOCATION:

Situated on the south-western coast of Africa, Namibia borders Angola and Zambia in the north, South Africa in the south and Botswana in the east.

DATE OF INDEPENDENCE:

21 March 1990

SYSTEM OF GOVERNMENT:

Multi-party Democracy

CONSTITUTION:

Democratic Constitution, division of power between executive, legislature, judiciary

HEAD OF STATE:

Hage Geingob since 2015

PRIME MINISTER:

Saara Kuugongelwa-Amadhila since 2015

LITERACY:

The current literacy rate in Namibia is about 83%, one of the highest in Africa.

RELIGION:

Freedom of religion was adopted through Namibia's Bill of Fundamental Rights. About 90% of the population is: Christian.

CURRENCY:

The Namibia Dollar (NS): The Namibia Dollar and South African Rand are the only legal tender in Namibia and can be used freely to purchase goods and services. Traveller's cheques, foreign currency, international Visa, Master Card, American Express and Diners Club credit cards are accepted.

TIME ZONES:

GMT + 2 hours

ELECTRICITY:

220 volts AC, 50hz. Outlets are of the round three-pin type.



GDP per capita
4,140.46 USD

CAPITAL CITY
WINDHOEK

OFFICIAL NAME
REPUBLIC OF NAMIBIA

CURRENCY
NAMIBIA DOLLAR

LANDMARK
ETOSHA NATIONAL PARK
SOSSUSVLEI
FISH RIVER CANYON

OFFICIAL LANGUAGE
ENGLISH

DENSITY:

2.2 per square km, 240 000 inhabitants in Windhoek (15% of total)

CULTURES:

Multi-cultural country
16 languages and dialects

SCHOOLS:

1 450



1 450
SCHOOLS

CLIMATE:

Average summer temperatures vary from 20-34°C (day) to 18°C (night) and in winter from 18-22°C during the day and 0-0°C (night)

PHYSICAL INFRASTRUCTURE

5450 km tarred roads, 37 000 km gravel roads

HARBOURS:

Walvis Bay and Luderitz

MAIN AIRPORTS: Hosea Kutako International Airport, Eros Airport, Andimba Toivo ya Toivo Airport, Walvis Bay Airport and 44 airstrips

RAIL NETWORK: 2382 km narrow gauge 6.2 telephone lines per 100 inhabitants

MOBILE COMMUNICATION SYSTEM:

- GSM AND 3G (agreements with 117 countries/255 networks)
- Direct dialling facilities to 221 countries
- Postal service affiliated to Universal Postal Union

SOCIAL INFRASTRUCTURE:

- One medical doctor per 3 650 people
- Two privately run hospitals in Windhoek with intensive -care units
- Medical practitioners (world standard)
- 24 hour medical emergency services

ECONOMY:

Main Sectors: Mining, Fishing, Tourism and Agriculture

Biggest Employer: Agriculture (46%)

Fastest-growing sector: Tourism

Mining: Diamonds, uranium, copper, lead, zinc, magnesium, cadmium, arsenic, pyrites, silver, and gold, lithium minerals, dimension stones (granite, marble, blue sodalite and other semi-precious stones).



FLORA:

14 vegetation zones
120 species of trees
200 endemic plant species
100 plus species of lichen
Living fossil plant: Welwitschia Mirabilis



14

VEGETATION ZONES

120

SPECIES OF TREES



FAUNA:

Big game: Elephant, lion, rhino, buffalo, cheetah, leopard, giraffe
20 antelope species
240 mammal species (14 endemic)
250 reptile species
50 frog species
676 bird species



Endemic birds include Herero Chat, Rockrunner, Damara Tern,
Monteiro's Hornbill.

ENVIRONMENT:

Nature reserves: 15% of surface area

Highest Mountain: Brandberg

Other prominent mountains: Spitzkoppe, Molteblick, Gamsberg

Perennial rivers: Orange, Kunene, Okavango, Zambezi, Kwando/
Linyanti/Chobe

Coastline: 1500 km

HISTORY

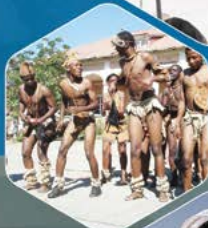
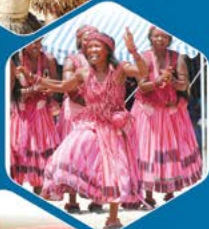
Namibia's history is engraved into carved rock paintings found in the south at Twyfelfontein, some dating back to 26,000 B.C. A long lineage of various groups including San Bushmen, Bantu herdsmen and finally the Himba, Herero and Nama tribes among others – have been making this rugged land home for thousands of years.

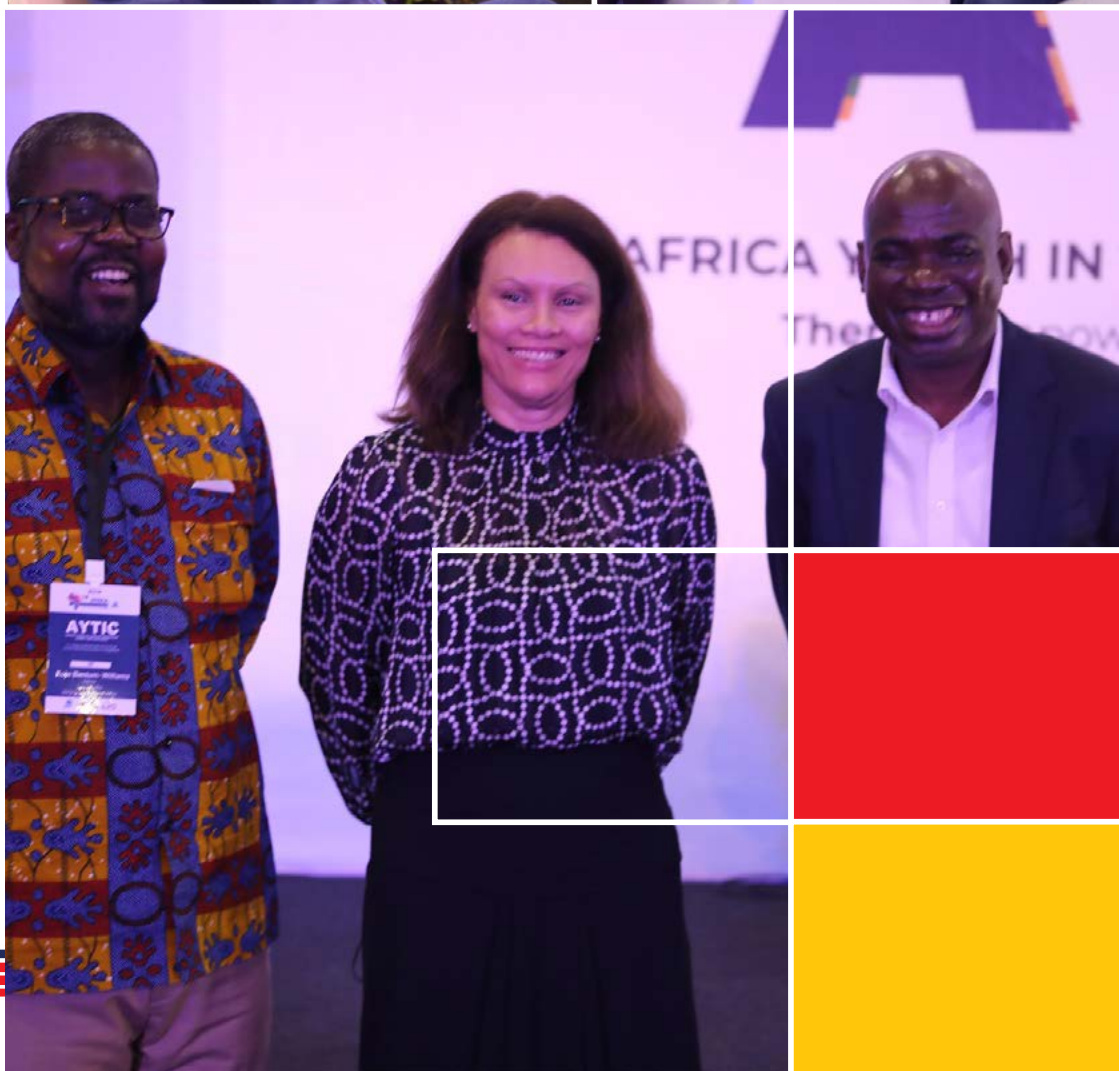
But, as Namibia has one of the world's most barren and inhospitable coastlines, it wasn't until the middle of the nineteenth century that explorers, ivory hunters, prospectors and missionaries began to journey into its interior. Beyond these visitors, Namibia was largely spared the attentions of European powers until the end of the 19th century when it was colonised by Germany.

The colonisation period was marred by many conflicts and rebellions by the pre-colonial Namibia population until WWI when it abruptly ended upon Germany's surrender to the South African expeditionary army. In effect, this transition only traded one colonial experience for another.

In 1966 the South West Africa People's Organisation (SWAPO) launched the war for liberation for the area soon-named Namibia. The struggle for independence intensified and continued until South Africa agreed in 1988 to end its Apartheid administration. After democratic elections were held in 1989, Namibia became an independent state on March 21, 1990.

To date, Namibia boasts a proud record of uninterrupted peace and stability.





CONTACT DETAILS: SUPPORT, PARTNERSHIPS & SPONSORSHIP

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Millvest

