



in collaboration with



5TH AFRICA YOUTH IN TOURISM INNOVATION SUMMIT & CHALLENGE

MTC DOME, SWAKOPMUND, NAMIBIA
31 MAY 2023 - 02 JUNE 2023



Millvest



NIPDB



MESSAGE FROM THE MINISTER



Hon. Pohamba Shifeta, MP

Minister of Environment, Forestry and Tourism

A man who says “**I have learned enough and will learn no further**” should be considered as **knowing nothing at all**”, Haile Selassie, Emperor, Ethiopia. The 5th Africa Youth in Tourism Innovation Summit & Challenge 2023 is a continental stage for the youth in Africa and the emerging enterprises in travel, tourism, hospitality, creative, and related service industries to **connect** the minds, **engage** others that share the same passion, **learn** from experienced others and Experts and introduce new **innovations** that could drive the growth of businesses and the tourism sector at large in their respective countries. The Ministry of Environment, Forestry and Tourism, through the Directorate of Tourism and Gaming is mandated to “**develop, promote and support tourism development in Namibia**”, hence, this Summit is a supreme time to inspire the youth of Africa to capitalize on the wave of digital transformation and available opportunities to achieve inclusive and sustainable African tourism economies beyond COVID-19.

It therefore necessitates African youth to promote their inventions, businesses, talents and skills, increase business networks and create partnerships beyond physical borders for a better Africa as “**tourism is rewarding and entertaining enterprise**”.

Hon. Pohamba Penomwenyo Shifeta, MP,

Minister of Environment, Forestry and Tourism, Government of the Republic of Namibia

MESSAGE FROM UNWTO



Elcia Grandcourt

Director: Africa Department, UNWTO

The UNWTO Agenda for Africa – Tourism for Inclusive Growth is the strategic framework that aims to maximize the tourism sector's contribution to Africa's sustainable and inclusive development. This Agenda, which has among other priorities, a key focus youth and women empowerment, Education, Investment, and Innovation, providing a roadmap to navigate the complexities of the post-pandemic landscape and help to steer our collective efforts towards a sustainable and inclusive recovery.

Despite the tremendous setbacks of the past couple of years, the global tourism landscape has undergone substantial changes in the context of demand and consumption of tourism products and experiences. The Covid-19 pandemic has cast a spotlight on changes in travel consumer habits, including a considerable digital divide and gap in technology solutions supporting our micro, small and medium-sized enterprises (MSMEs) in response to the economic crisis. These together with the demand for more sustainable products, potential growth in youth travel demands and experiences require innovative solutions worldwide.

It is against this background that UNWTO has been collaborating with Africa Tourism Partners, a UNWTO Affiliate Member to examine and accelerate the connection of sustainable and inclusive tourism development in Africa and the world of innovation and technology over the last five (5) years.

Leveraging the Africa Youth in Tourism Innovation Summit and Challenge as an exceptional and unique platform, UNWTO supports the work that ATP is doing to drive innovation, facilitate youth leadership in tourism innovation, urging policy-makers to create conducive environment tourism start-ups and promote innovation in tourism with an emphasis on social sustainability, digital transformation and youth employability. These are essential ingredients required to develop and transform the future of tourism.

I therefore take this opportunity to encourage all delegates, attending the 5th Africa Youth in Tourism Innovation Summit & Challenge, here in Swakopmund, Namibia to connect, engage, share knowledge, do business and learn from each other. Together, let us find the most disruptive projects that will drive growth and revolutionise youth entrepreneurship and employability, while changing the way people travel and how the Sustainable Development Goals (SDGs) are reached all over Africa.

I thank you all for connecting with UNWTO and ATP via the 5th Africa Youth in Tourism Innovation Summit.

MESSAGE FROM ATP



Kwakye Donkor
CEO, Africa Tourism Partners

Africa Tourism Partners wish to welcome you all to the 5th and the 2023 edition of the Africa Youth in Tourism Innovation Summit. Given that this is the 5th year the this event is being held, it is important that the partners of this Summit takes count of what it has achieved in the last four years since its inception in Durban.

In line with this imperative, ATP is pleased to announce that in collaborations with its lead partners including UNWTO, BTO and MILLVEST, the summit has connected and brought together over 2500 African youth and over 500 tourism and affiliated industry professionals and policy-marker from over 30 countries, physically or virtually, since inception in Durban, in 2019. Key to these to was a very successful hosting of the Summit in 2022 in Windhoek, Namibia, by the Ministry of Environment, Forestry and Tourism in collaboration with UNWTO which attracted over 650 physical and 2000 virtual delegates.

More significantly, we are also pleased to state that ATP and its community of partners have created this bespoke youth in tourism marketplace to support tourism start-up, entrepreneurs, small enterprises, and youth in tourism. The goal is to enable participants to connect, engage, do business, share knowledge and support each other through innovation. Critical to this is our one-one-one career guidance and development clinic delivered by seasoned and renowned professionals, academics, policymakers, and experts. This has equally provided immense several business opportunities to youth in tourism through innovation including mentorship, coaching, creation of value business partnership and government support.

In strengthening these outcomes, ATP, UNWTO and Ministry of Environment, Forestry and Environment announced the establishment of the Africa Tourism Innovation Hub. We are thrilled to indicate that the implementation of this initiative has commenced and agreements have been signed with Durban University of Technology (DUT) and Namibia University of Science and Technology (NUST) as the host universities of the Hub. Further to this, we collaborated with Cornell University to support the initiative through its eConell Programme.

We need all hands on deck to make this initiative sustainable across the continent, and wish to urge venture capitalists, investors and more innovators to respond to our call. This is particularly in respect of expertise, funding for young start-ups and small enterprises and redefining ourselves by helping to alleviate the challenges of youth unemployment in Africa.

We thank you and welcome to explore Swakopmund, Namibia!



ABOUT AFRICA TOURISM PARTNERS

Africa Tourism Partners (ATP) is a UNWTO Distinction Award winner and Pan-African tourism development and strategic destination marketing advisory firm.

We specialise in strategy formulation and implementation, master planning, investment facilitation and project management, strategic marketing development, MICE strategic planning and capacity building in the travel, tourism, hospitality, aviation and golf sub-industries.

The firm leverages the expertise it has established, global strategic partners and global networks to execute impactful and uniquely designed programs with measurable outcomes. We are also the conveners of Africa Tourism Leadership Forum and Awards, Africa MICE Academy (Business Tourism & MICE Masterclass) and Africa Youth in Tourism Innovation Summit & Challenge with the UNWTO.

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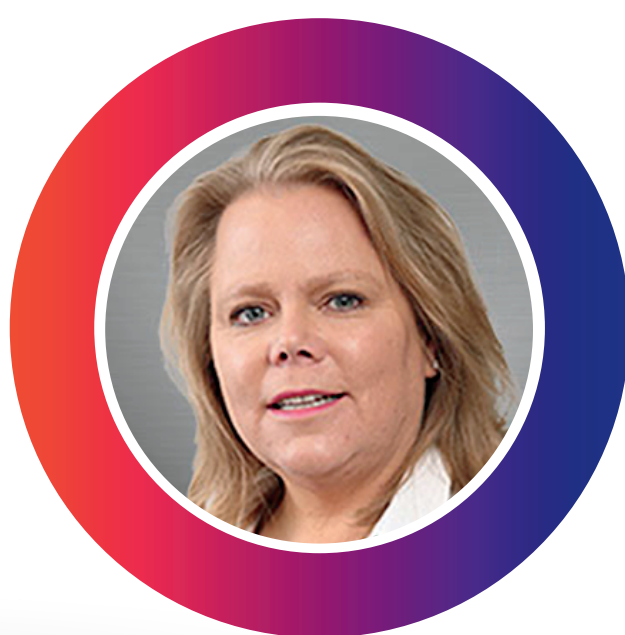


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MESSAGE FROM BDO



Lee-Ann Bac
Director, BDO

BDO is delighted to partner with Africa Tourism Partners in delivering the 5th Africa Youth in Tourism Innovation Summit & Challenge in beautiful Swakopmund, Namibia.

As advisors to the tourism sector across sub-Saharan Africa, BDO is firmly committed to the development and growth of the tourism sector in delivering economic and social prosperity for Africans. And it is through the energetic passion of our youth that the industry will thrive. The youth are the future of Africa, not only as tourists, but as generators of fresh ideas, bold new strategies and delivering service excellence to all visitors.

Please take the next few days to learn from each other, open your minds and find ways to turn challenges into opportunities. You are the future of tourism and Africa.

Follow us on LinkedIn: [@JabulaniDebedu](#), [@Lee-anneBac](#)
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OUR PARTNERS





Join Us



**Tourism Investment
Forum Africa**
07 June - 09 June 2023
Uppington, South Africa
www.tradeinvestmentforum.africa



**6th Africa Business Tourism &
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**6th Africa Tourism Leadership
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BACKGROUND



The Africa Youth in Tourism Innovation Summit and Challenge is an annual Youth initiative hosted by Africa Tourism Partners in collaboration with the United Nations World Tourism Organisation (UNWTO) and BDO South Africa. Since inception in 2019 in Durban, the event has been hosted by the Governments of Ghana (Ghana Tourism Authority in 2020), Rwanda (Rwanda Development Board, Rwanda Convention Bureau and Mastercard Foundation in 2020 and 2021) and the Government of Namibia (Ministry of Environment, Forestry and Tourism in 2022).

Currently, the strategic pillars of action are:

- 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.

The World Tourism Organization is the United Nations specialized agency responsible for the promotion of responsible, sustainable and universal access to tourism.

As the main international organization in tourism, it gathers 159 Member States, 6 Associate Members and over 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

BACKGROUND

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.

Following this comprehensive commitment, Africa Tourism Partners (ATP) will collaborate with UNWTO's Africa Department to support entrepreneurship in Africa from leadership and capacity building, offering opportunities for youth and start-ups in tourism to grow looking for the well-being of communities, their economy and their environment.





THE EVENT

This is an exclusive platform being provided to innovative African youth in travel and tourism looking for funding, partnership and mentorship opportunities to present their projects to the global marketplace in order to find the required support for their projects.

The Africa Youth in Tourism Innovation Summit (AYTIS) is the "one and only" pan-Africa Youth and Start-up in Tourism Summit on the continent. It serves as a pan-African platform for youth & start-ups in tourism, travel, hospitality, aviation, academia and all related industries to connect, engage, learn, innovate and grow.

The Youth in Tourism Innovation Challenge on the other hand is a platform to invite innovative projects and solutions that goes beyond technology but are related to the travel and tourism industry for review and adjudication by a preeminent panel of industry leaders. Those shortlisted candidates will be introduced to industry experts for mentorship and also to potential funders for support and/or partnerships.

Usually, announcement of the Africa Youth in Tourism Innovation Challenge winners takes place on the margins of the annual Africa Tourism Leadership Forum (ATLF) and Awards.



TARGET AUDIENCE

Africa tourism innovation and entrepreneurship stakeholders, namely: start-ups and entrepreneurs, corporations, public institutions, education centres, investors and incubators/accelerators around compelling tourism issues. The target number of attendees will be 500 in-person and 1500 virtual participants.

THE FORMAT

Among the content and areas of primary focus are tourism entrepreneurship development, travel technology and innovation, digitalisation and digital marketing, Meetings, Incentives, Conference, Exhibitions and Events (MICE), career development and guidance in tourism. Central to the content and delivery approach are the needs of the host country, youth in tourism skills development and capacity building as well as career path development. The programme will be delivered in a blended format including masterclasses, syndicated discussions, interactive panel discussions, expert presentations, dialogues and TED TALKS, among others.

PROGRAMME OVERVIEW



29 May & 30 May 2023

- Delegate arrivals

31 May 2023

- Official opening
- Summit starts
- End of day 1
- Evening welcome cocktail (Live Band, Storytelling, Drummers)

02 June 2023

- Half - day summit
- Half day 1-on-1 career guidance and investors dialogues
- Innovation Challenge Awards
- End of summit
- Closing cocktail

04 June 2023

- Departure of delegates and media

30 May 2023

- Namibia tourism exhibition set-up
- Namibia SME digital/social media and entrepreneurship masterclass
- One-on-One business exchange & pitching workshop (closed event)
- Evening at leisure

01 June 2023

- Full day summit
- Innovation Challenge Battle
- End of day 2
- Evening at leisure

03 June 2023

- Media and tour operator fam trip and departure

30 MAY 2023
SMME
TRAINING DAY
TUESDAY



All Day

Delegates Arrival & Market Access Expo

09H00 - 09H05

Welcome Message

Sebulon C. Chicalu - Director for Tourism and Gaming, Ministry of Environment, Forestry and Tourism, Namibia

09H10 - 10H00

Youth and SMME Digital & Social Media Marketing Masterclass

Victoria Haihambo - Founder, Agelvipa Online, Namibia

10H00 - 10H50

Youth and SMME Digital & Social Media Marketing Masterclass

Nkululeko Nkosi - Co-founder & COO, Saturated Africa, South Africa

11H00 - 11H15

Networking & Refreshment Break

11H15 - 12H15

Fast-tracking Ideation to Minimum-Viable Product (MVP) - A Critical Path for Innovative Enterprise Development

Alex Mabunda - Group Chief Executive Officer, Ntiyiso Consulting Group, South Africa

12H15 - 13H00

Fostering Professional MICE Industry Education – An Opportunity for Providing Quality Career & Leadership Development for African Youth and SMEs through MICE

Ally Karearua

- Chairperson and Executive Member, Hospitality Association of Namibia

Margareth Gustavo

- Executive Director: Strategy & Branding, NIPDB, Namibia

Sebulon C. Chicalu

- Director for Tourism and Gaming, Ministry of Environment, Forestry and Tourism, Namibia

Dr. Isobel Green

- Department Head, Senior Lecturer, Department Of Tourism & Hospitality, Namibia University Of Science And Technology, Namibia

Moderator: Francois van Schalkwyk - Executive Director of Investment and New Ventures
Namibia Investment Promotion and Development Board

13H00 - 14H00

Networking Lunch

14H00 - 14H30

Investment Opportunities in Namibia

Nangula Nelulu Uaandja - Chairperson & CEO of Namibia Investment Promotion & Development Board, Namibia

14H30 - 16H00

**Meeting - up & Making Connections
1-on-1 Business Exchange and Introduction**

All delegates - Investors, Start-up and Venture Capitalists

Break-away session - Tourism Innovation Challenge Bootcamp/Demo Session

- Barry Clemens** - CEO, Hospitality EQ, Kenya
 - Akwasi Obeng-Adjei** - Director of Audit: Investment Management and Insurance Absa Bank, South Africa
 - Prof. Keo Motaung** - Technology Transfer and Innovation Durban University of Technology, South Africa
 - Maipato Mmako** - Lecturer, Coordinator and Learning Development Facilitator University of Johannesburg, South Africa
 - Delia Maasdorp** - Project Analyst, Directorate: Research, Innovation & Partnerships Namibia University of Science & Technology
 - Caroline Amito** - Managing Director, Hotel Pearl Afrique, Uganda
 - Netumbo Nashandi** - Tourism Expert & Social Entrepreneur, Namibia
 - Jose Ricardo Diaz Ardila** - Innovation and Digital Transformation Expert, UNWTO, Spain
 - Dipopego Julius Tshoko** - Project Manager, Global Expo Botswana, BITC
- Mentors and Shortlisted Nominees**
- Moderator - Barry Clemens** - CEO, Hospitality EQ, Kenya

END OF DAY AT LEISURE



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31 MAY 2023
DAY ONE
WEDNESDAY



06H30 - 07H30

Health & Wellness: Swakopmund 5.5 Kilometre Run/Walk: Along The Atlantic Ocean

Director of Ceremony: Teofilus Nghitila

Executive Director, Ministry of Environment, Forestry & Tourism

09H00 - 09H05

Introduction of Event

Programme Director - Linda Mupupa - Public Relations Officer, Swakopmund Municipality, Namibia

09H05 - 09H10

Namibian National Anthems & AU Anthems

All

09H10 - 09H20

Welcome Message

Hon. Neville Andre Itope - Governor of Erongo Region, Namibia

09H20 - 09H25

Africa Youth in Tourism Innovation Challenge and Summit – A strategic youth development initiative for Namibia

Seimy Shidute - Deputy Executive Director, Ministry of Environment, Forestry and Tourism, Namibia

09H25 - 09H35

Message from UNWTO:

Building the future of Africa travel and tourism economy through Innovation and Technology

Elcia Grandcourt - Director, Africa Department, UNWTO, Spain

09H35 - 09H40

Message from Africa Tourism Partners, Event Conveners

Kwakye Donkor - CEO, Africa Tourism Partners, South Africa

09H45 - 10H00

Presentation of Unfolding Opportunities for the Youth in the Travel & Tourism Sector in Namibia

Sebulon C. Chicalu - Director for Tourism and Gaming, Ministry of Environment, Forestry and Tourism, Namibia

10H00 - 10H05

Music Interlude

10H05 - 10H10

Introduction of the Guest of Honour

Kwakye Donkor - CEO, Africa Tourism Partners, South Africa

Guest of Honour

Zurab Pololikashvili - Secretary-General, UNWTO

Introduction of the Keynote Speaker

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

10H10 - 10H25

Keynote Address

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

10H25 - 10H30

Vote of Thanks

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

10H30 - 11H30

Ministerial and Policy-makers Dialogue

Strengthening Africa tourism innovation ecosystem through progressive policymaking

- Hon. Pohamba Shifeta, MP** - Minister of Environment, Forestry and Tourism, Namibia
- Gonaya Monei Sethora** - Women and Youth in Trade Expert, Directorate of Institutional Matters & Programmes Coordination (DIMPC), AFCFTA, Ghana
- Dr. Urs Aebischer** - Founder of DISEO, Digital Innovator, and Entrepreneur, Switzerland
- Hon. Emma Kantema-Gaomas** - Deputy Minister of Sport, Youth and National Service, Namibia
- Moderator - Nangula Shejavali** - Manager: Policy Reform and Business Climate NIPDB, Namibia

11H30 - 12H30

Ministerial and Policy-makers Dialogue

Fostering e-commerce and digital transformation culture in Africa's travel, tourism and hospitality marketplace place and experiences

- Alka Bhatia** - UNDP Country Representative, Namibia
- Kele Tlouane** - DDG, TEDET, Limpopo, South Africa
- Ian Putter** - Head Blockchain Centre of Excellence, Regional Director Blockchain Research Institute Africa and Board member of Hedera Hashgraph, South Africa
- Hon. Nqobizitha Mangaliso Ndlovu** - Minister of Environment, Climate Change, Tourism & Hospitality Industry, Zimbabwe
- Moderator - Elcia Grandcourt** - Director, Africa Department, UNWTO, Spain

13H00 - 14H00

Group Ministerial, Invited International Speakers, Senior Officials and Hosted Buyers. Photo session followed by a Tour of Exhibition lead by the hosting Minister of Tourism, Namibia

13H00 - 14H00

Networking Lunch & Exhibition Visit

14H00 - 14H15

TED Talk

Taking the next step in entrepreneurship journey across African Tourism ecosystem through Creative Arts

Denim Richards - Hollywood Actor/Producer and Founder of Khumo Studios, Gaborone, Botswana

14H15 - 14H30

Interactive Questions and Answer Session

All

14H30 - 15H15

Insights into The Future of Youth in Entrepreneurship

Successes, Failures & Recommendations

- Ndabenhle Ntshangase** - Chief Executive Officer, AirStudent, South Africa
- Cornelius Ugwunwa** - CEO, Kardinal Technologies Inc, Nigeria
- Pauline Alfeus** - Namibia Winner, Africa Youth in Tourism Innovation Challenge 2022
- Aline Murekatete** - Founder of Spree, Rwanda
- Moderator - Danny Meyer** - Founder & Director, SMEs Compete, Namibia

15H20 - 15H45

MVP – A Practical Approach for Potential Investment Engagements

Jabulani Debedu - Principal Consultant, DBO, South Africa

15H45 - 16H30

The Do's and Don'ts of Capital Raising

Mastering what investors and venture capitalist are looking for from start-ups

- Safiyya Akoojee** - Director, Fortunatus Advisory, Dubai
- Benedict Libanda** - CEO, Environmental Investment Fund, Namibia
- Kaunapaua Ndilula** - Managing Director & Trustee, NamPro Fund, Namibia
- Dipopego Julius Tsheko** - Project Manager, Global Expo Botswana
- Moderator - Dan D'Souza** - Senior Manager, Intrapreneurship, L Marks, United Kingdom

16H30 - 17H30

Africa Youth in Tourism Innovation Challenge Demos & Pitch Battle

Youth Challenge Judges

- Barry Clemens** - CEO, Hospitality EQ, Kenya
- Akwasi Obeng-Adjei** - Director of Audit: Investment Management and Insurance Absa Bank, South Africa
- Prof. Keo Motaung** - Technology Transfer and Innovation Durban University of Technology, South Africa
- Maipato Mmako** - Lecturer, Coordinator and Learning Development Facilitator University of Johannesburg, South Africa
- Delia Maasdorp** - Project Analyst, Directorate: Research, Innovation & Partnerships Namibia University of Science & Technology
- Caroline Amito** - Managing Director, Hotel Pearl Afrique, Uganda
- Netumbo Nashandi** - Tourism Expert & Social Entrepreneur, Namibia
- Jose Ricardo Diaz Ardila** - Innovation and Digital Transformation Expert, UNWTO, Spain
- Dipopego Julius Tsheko** - Project Manager, Global Expo Botswana, BITC

Mentors and Shortlisted Nominees

- Moderator - Barry Clemens** - CEO, Hospitality EQ, Kenya

Synthesis of the Day

18H00 - 20H00

Welcome Cocktail & Entertainment

All delegates, exhibitors, invited guests and media

END OF DAY AT LEISURE

01 JUNE 2023 DAY TWO THURSDAY



Programme Direction 08H00 - 16H00

09H00 - 09H05

Welcome & Introduction

Sebulon C. Chicalu - Director for Tourism and Gaming, Ministry of Environment, Forestry and Tourism, Namibia

09H05 - 09H35

Unpacking the Future of Work Focused Learning

Equipping the youth with quality education, training and skills that meet the market's needs

Devota Mdachi

- Lecturer, National College of Tourism, Tanzania

Mamello Mofokeng

- Co-founder & CEO, Saturated, South Africa

Maipato Mmako

- Lecturer, Coordinator and Learning Development Facilitator
University of Johannesburg, South Africa

Moderator - Sonto Mbonambi

- Chief Executive Officer Small Tourism Enterprise Association
South Africa

09H40 - 10H10

Starting From Scratch

Understanding journey and critical building blocks for innovative and technology-driven tourism enterprise

Mikul Shah - Co-founder and CEO, Purple Elephant Ventures, Kenya

10H10 - 11H00

Partnerships For Innovation

Partnering to support entrepreneurs and start-ups to thrive and scale-up through digital and technological innovations

- Francis Doku** - Digital & Communications Consultant, TV3 & 3FM, Ghana
- Joram Mwinamo** - CEO & Founder, Wylde International, Kenya
- Dr. Isobel Green** - Head of Department: Hospitality & Tourism
Namibia University of Science & Technology
- Nawa Likando** - Head of Digital Transformation & Transformation, MTC
- Moderator - Prof. Michael Twum-Darko** - Acting Head: Graduate Centre for Management
Head: Centre for Business Innovation & Incubation
Cape Peninsula University of Technology, South Africa

11H00 - 11H15

Refreshment Break & Exhibition Visit

11H20 - 12H00

Inspiring Youth Entrepreneurship Practice

Bridging the gap between Fintech and Travel Tech

- Musthafa Tijjani** - Founder & CEO, Aeropaye Smart Flight, Nigeria
- Dan D'souza** - Senior Manager, Intrapreneurship, L Marks, United Kingdom
- Moderator - Jabulani Debedu** - Principal Consultant, BDO, South Africa

12H05 - 13H00

Mastering the Art of Capital Raising

What investors and venture capitalists are looking for - from pre-seed to growth stage funding

- Dr. Tecla Ngwenya** - Managing Director of Tecla Investments Limited, Zambia
- Robert Eiman** - The DBN Head: SME Finance, Namibia Development Bank
- Moderator - York Zucchi** - Chairman, Start-up Tribe, Switzerland

13H00 - 14H00

Networking Lunch & Exhibition Visit

14H00 - 14H20

TED Talk: Pushing The Boundaries Beyond Possibilities

Pursuing social innovation entrepreneurship through climate change, biodiversity and conservation technologies

14H25 - 15H20

Planting the Seed

Insights into tourism value chain - A catalyst for innovative entrepreneurship and human capital development

- Sophie Zirebwa** - Executive Director, Domestic Tourism and Strategic Research Zimbabwe Tourism Authority, Zimbabwe
- Henry Yeledour** - Regional Director, Ghana Tourism Authority, Ghana
- Lihle Dlamini** - Chief Marketing Officer, Eastern Cape Parks and Tourism Agency South Africa
- Nomasonto Ndlovu** - Acting CEO, South African Tourism, South Africa
- Moderator - Sebulon Chicalu** - Director for Tourism and Gaming, Ministry of Environment, Forestry and Tourism, Namibia

15H20 - 16H30

Spotlight on What "Angel Investors" Need

What angel investors and venture capitalists are looking for in starts ups and pitch competitions

- Ibukunoluwa Salau** - Founder and CEO, Direx, Nigeria
- Ntshabo Lehong** - Managing Director, Makeeda HTW, South Africa
- Gloria Kisilu** - CEO, The Shaba, Kenya
- Raina Augustus** - Founder, Kalinasho Trading cc, Namibia
- Mikul Shah** - Co-Founder & CEO, Purple Elephant Ventures, Kenya
- Moderator - Dipopego Julius Tsheko** - Project Manager, Global Expo Botswana, BITC

Synthesis of the Day

16H30 - 16H40

Closing Remarks

Miller Matola - CEO, Millvest Advisory, South Africa

END OF DAY AT LEISURE

02 JUNE 2023
DAY THREE
FRIDAY



08H00 - 08H50

Registration

08H50 - 09H05

Welcome & Introduction

Programme Director - Linda Mupupa - Public Relations Officer, Swakopmund Municipality, Namibia

09H05 - 09H15

Keynote Message

Global Best Practice Lessons for Africa - Insights into features of successful youth entrepreneurship programmes

Natalia Bayona - Director, Innovation, Education and Investment, UNWTO, Spain

09H20 - 10H20

Shapers and Change-makers of Social Innovation Pathways

Social Innovation Possibilities in Tourism Enterprise Development - National Potential for Youth and Women Economic Inclusivity

Hon. Heather Sibungo

- Deputy Minister of Environment, Forestry and Tourism, Namibia

Julius J. Mbungu II

- Founder & CEO, Toolboksi, Tanzania

Prof. Michael Twum-Darko

- Acting Head: Graduate Centre for Management; Head: Centre for Business Innovation & Incubation
Cape Peninsula University of Technology, South Africa

Caroline Wairimu

- Deputy Operations Coordinator, AI Solutions, Kenya

Gonaya Monei E. Sethora

- Women and Youth in Trade Expert, Directorate of Institutional Matters and Programme Coordination (DIMPC)
AfCFTA Secretariat, Ghana

Moderator - Bernadine Galliver

- Vice President: Tourism Advisory, JLL's Hotels & Hospitality Group, South Africa

10H20 - 11H15

Boosting Youth in Tourism Employability

Future proofing education today for tomorrow's commercial realities in aviation, travel, tourism and hospitality

- Tracy Daniels** - Academic Head: Hospitality School of Tourism and Hospitality, University of Johannesburg, South Africa
- Joanne Mwangi-Yelbert** - Director, Professional Marketing Services (PMS) Group, Kenya
- Amanda Michelle Mvinjelwa** - Key Account Manager, Airlines and Government Agencies Airports Company South Africa (ACSA), South Africa
- Collins Ackwerh** - Deputy Director For International Marketing And Head Of Digital Marketing, Ghana Tourism Authority, Ghana
- Moderator - Prof Nellie Swart** - Associate Professor, University of South Africa

11H15 - 11H30

Refreshment Break & Exhibition Visit

11H30 - 12H30

Inspiring Future Aviators and Travel & Tourism Business Owners

Introducing African Youth to the exciting World of Aviation and Travel & Tourism

- Luc Armand H. Bodea** - ICASA Director/SAA Coordinator, Society for AIDS In Africa (SAA), Ghana
- Aaron Munetsi** - CEO, Airlines Association of Southern Africa, South Africa
- Shabnam Vadachia** - Head of Sales Market, South African Airways, South Africa
- Elton Katangolo** - General Manager for Products & Enterprise Solutions, Namibia
- Moderator - Toska Sem** - CEO, Namibia Civil Aviation

12H30 - 13H00

Finding Clients

Perspectives and expectation of market access for growth and scale

- York Zucchi** - Chairman, Start-up Tribe, Switzerland

13H00 - 14H00

Lunch & Exhibition Visit

14H00 - 14H20

Thought-Leadership Inspiration Ted Talk

Career guidance and Youth development in tourism - A strategy imperative for youth inclusivity

Elcia Grandcourt - Director, Africa Department, UNWTO, Spain

14H20 - 16H30

Career Guidance and Youth Development Clinic

One-on-one Expert consultations

All speakers and delegates

Simon N. Williams

- Founder and Former Dual Vocational, TVET Director, Namibia

Keletso Tladi

- Managing Director & Founder, Kelsi Investment Pty Ltd, Botswana

Dr. Portia Pearl Siyanda Sifolo

- Senior Lecturer, Tshwane University of Technology, South Africa

16H30 - 16H45

Synthesis of the Day

16H45 - 17H00

Closing Remarks

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

Cocktail Evening, Youth In Tourism Innovation Challenge Awards & Networking

18H00 - 20H00

Closing Remarks

Sebulon C. Chicalu - Director for Tourism and Gaming, Ministry of Environment, Forestry and Tourism, Namibia

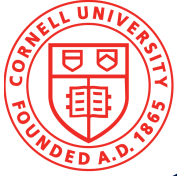
Vote of Thanks

Miller Matola - CEO, Millvest Advisory, South Africa

Innovation Challenge Awards: Announcement of Africa Youth in Tourism Innovation Challenge - Top 5

All

END OF SUMMIT



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KEY COURSE LEARNINGS

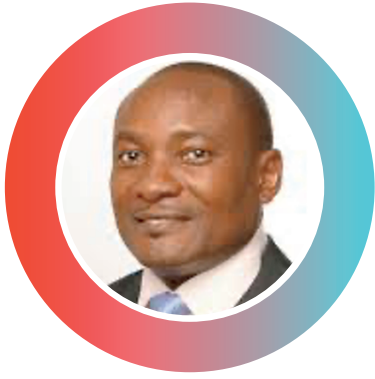
- Perform a market diagnosis to describe your target customers and determine how you can best create value for them.
- Design a strategy to create and deliver value and defend profits.
- Respond to disruption effectively by surmounting internal roadblocks to change.
- Assess change, disruption, and uncertainty in your industry.
- Identify potential synergies to boost your organisation's value creation and profitability.
- Evaluate mergers and acquisitions, strategic alliances, and organic growth strategies for your organisation.
- Identify your supply chain and key business relationships and assess their health.
- Use game theory to understand the game, outsmart your rivals, and maximise profits.
- Leverage the power of digital platforms to grow your organisation.



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



Hon. Nqobizitha Mangaliso Ndlovu
Minister Of Environment, Climate Change, Tourism & Hospitality Industry, Zimbabwe



Elcia Grandcourt
Director, Africa Department, UNWTO, Spain



Natalia Bayona
Director, Innovation, Education and Investments, UNWTO, Spain



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



Hon. Emma Kantema-Gaomas
Deputy Minister of Sport, Youth and National Service, Namibia



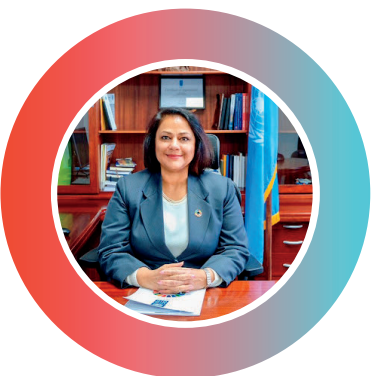
Sebulon Chicalu
Director of Tourism & Gaming, Ministry of Environment, Forestry and Tourism, Namibia



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



Seimiy Shidute
Deputy Executive Director Ministry of Environment, Forestry and Tourism, Namibia



Alka Bhatia
UNDP Representative, Namibia



Keitumetse Setlang
Acting CEO, Botswana Tourism Organisation, Botswana

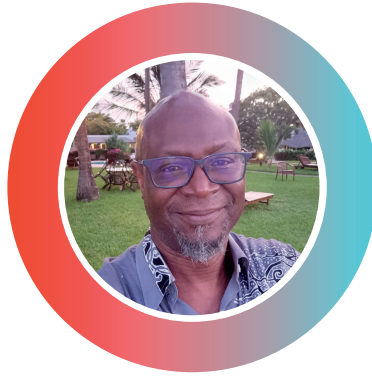


Nangula Uandja
CEO and Chairperson of the Namibia Investment Promotion and Development Board (NIPDB), Namibia



Francois van Schalkwyk

Executive Director of Investment and New Ventures,
Namibia Investment Promotion and Development
Board, Namibia



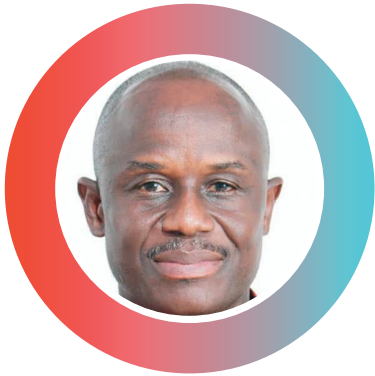
Prof. Michael Twum-Darko

Acting Head of the Graduate Centre for Management
& Head of Centre for Business Innovation and
Incubation (BIIC), Cape Peninsula of University of
Technology, South Africa



Prof. Nellie Swart

Associate Professor, University of
South Africa, South Africa



Henry Yeledour

Regional Director, Ghana Tourism Authority, Ghana



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CEO, Millvest Advisory, South Africa



Aaron Munetsi

CEO, Airline Association of Southern
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Benedict Libanda

CEO, Environmental Investment Fund,
Namibia



Kwakye Donkor

CEO, Africa Tourism Partners, South Africa



Simon Williams

Founder and Former Dual Vocational,
TVET Director, Namibia



Alex Mabunda

Founder and CEO, Ntiyiso Consulting
Group, South Africa



Jabulani Debedu

Principal Consultant, BDO, South Africa



Mr. Robert Eiman

The DBN Head: SME Finance,
Namibia, Development Bank, Namibia



Tracy Daniels

Academic Head of Hospitality, University of Johannesburg School of Tourism and Hospitality, South Africa



Dr. Isobel Green

Senior lecturer, Department of Tourism and Hospitality, Namibia University of Science and Technology, Namibia



Safiyya Akoojee

Founder & Chief Executive Officer, Fortunatus Advisory LLC, Dubai



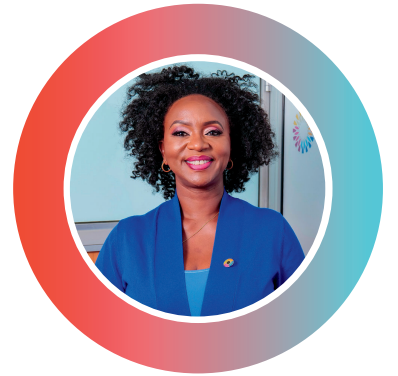
Julius Mbungu

Founder & CEO, Toolboksi, Tanzania



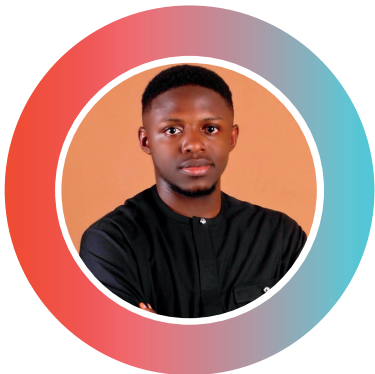
Dan D'souza

Senior Programme Manager, Intrapreneurship, United Kingdom



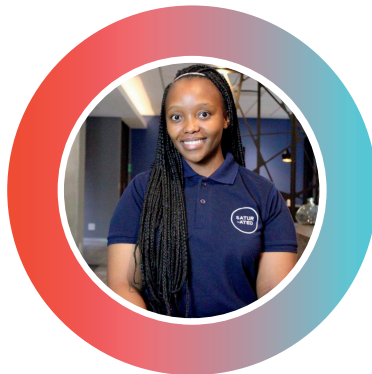
Joanne Mwangi-Yelbert

Director, Professional Marketing Services (PMS) Group, Kenya



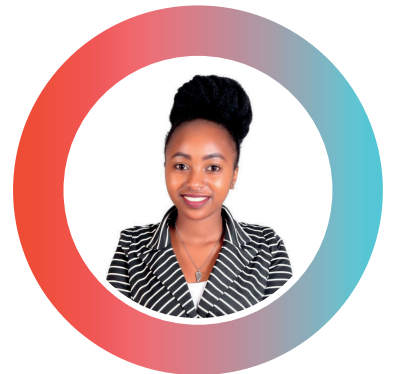
Ibukunoluwa Salau

Founder and CEO of Direx, Nigeria



Mamello Mofokeng

Co-founder & CEO, Saturated Africa, South Africa



Caroline Wairimu

Deputy Operations Coordinator, INUA AI Solutions, Kenya



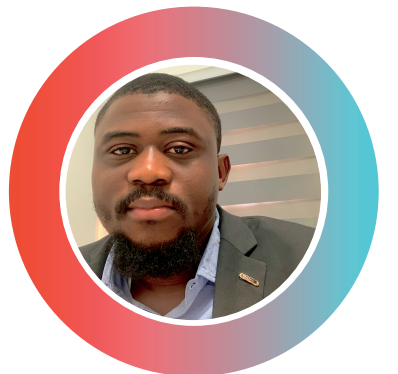
Paulina Nangula Alfeus

Founder, Fredina Trading CC, Namibia



Victoria Haihambo

Founder, Agelvipa Online, Namibia



Mustapha Tijjani

CEO & Co-founder, Aeropaye, Nigeria



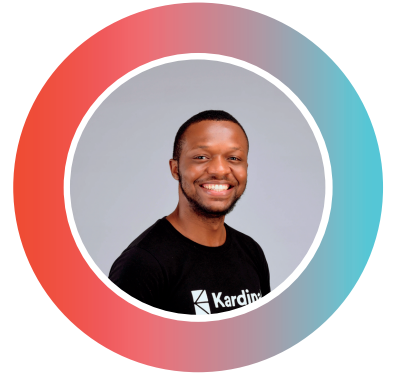
Nkululeko Nkosi

Co-founder & COO, Saturated Africa, South Africa



Ntshabo Lehong

Managing Director, Makeeda Hospitality & Wellness, South Africa



Cornelius Ugwunwa

CEO, Kardinal Technologies Inc, Nigeria



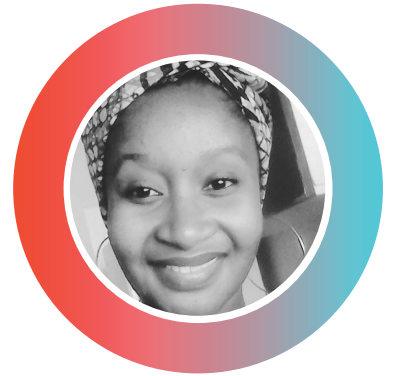
York Zucchi

Chairman, Start-up Tribe, Switzerland



Dipopego Julius Tsheko

Project Manager, Global Expo Botswana, BITC, Botswana



Maipato Mmako

Lecturer, Coordinator and Learning Development Facilitator, University of Johannesburg, South Africa



Dr. Urs Aebischer

Chief Executive Officer, DISEO Inc, Switzerland



Ndabenhle Ntshangase

CEO, AirStudent, South Africa



Devota Mdachi

Lecturer and Head of Events Department, National College of Tourism; Former Managing Director of Tanzania Tourist Board, Tanzania



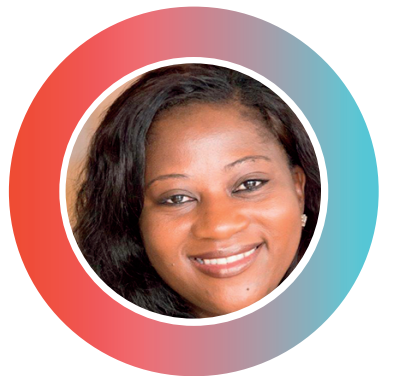
Keleabetswe Tlouane

Deputy Director-General for Environment and Tourism in the Limpopo Economic Development Environment and Tourism Department, South Africa



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Women and Youth in Trade Expert | Directorate of Institutional Matters and Programme Coordination (DIMPC), AfCFTA Secretariat, Ghana



Kauna Ndilula

Founder and Executive Director of BFS Group, Namibia



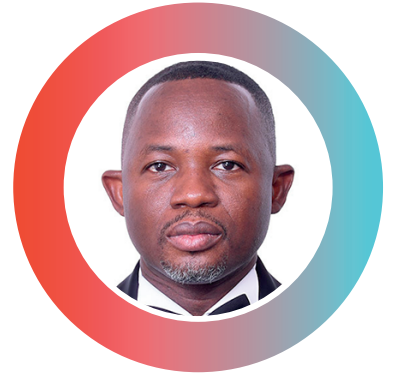
Bernadine Galliver

Vice President: Tourism Advisory, JLL's Hotels & Hospitality Group, South Africa



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Chief Marketing Officer, Eastern Cape Parks and Tourism Agency, South Africa



Francis Doku

Digital & Communications Consultant, TV3 & 3FM, Ghana



Collins Ackwerh

Deputy Director for International Marketing and Head of Digital Marketing, Ghana Tourism Authority, Ghana



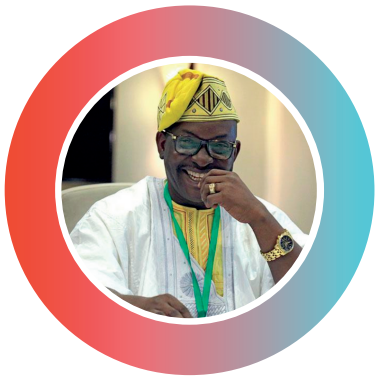
Denim Richards

Hollywood Actor/Producer & Co-Founder of Khumo Studios, Botswana



Gloria Kisilu

CEO, The Shaba, Kenya



Luc Armand Bodea

Director - International Conference on AIDS and STIs in Africa (ICASA), Ghana



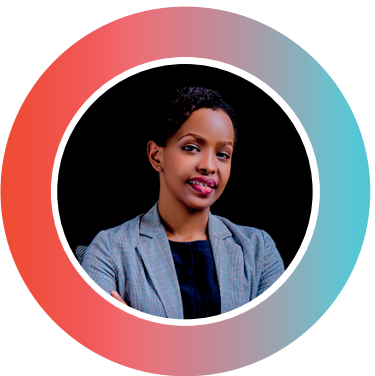
Amanda Michelle Mvinjelwa

Key Account Manager, Airlines and Government Agencies Airports Company South Africa (ACSA), South Africa



Joram Mwinamo

CEO & Founder, Wylde International, Kenya



Aline Murekatete

Founder of Spree, Rwanda



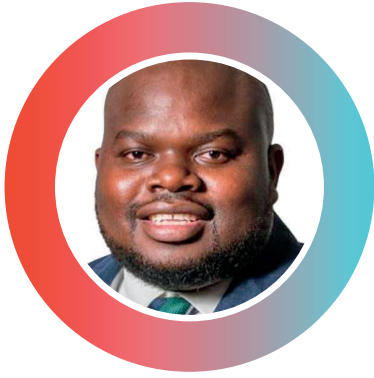
Dr. Portia Pearl Siyanda Sifolo

Senior Lecturer, Tshwane University of Technology, South Africa



Barry Clemens

CEO, Hospitality EQ, Kenya



Elias Chabata

Group Finance Manager, Rainbow
Tourism Group LTD Zimbabwe



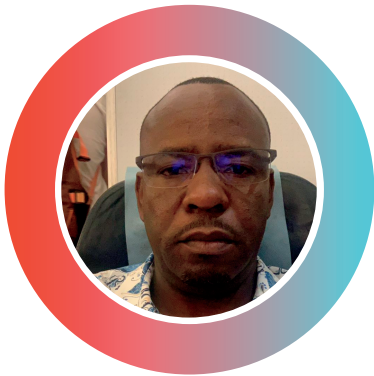
Sonto Mbonambi

Chief Executive Officer, Small Tourism
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Keletso Tladi

Managing Director & Founder,
Kelsi Investment Pty Ltd, Botswana



Ally Karearua

Chairperson and Executive Member,
Hospitality Association of Namibia, Namibia



Nangula Shejavali

Manager: Policy Reform and Business
Climate, NIPDB, Namibia



Margareth Gustavo

Executive Director: Strategy &
Branding, Namibia Investment
Promotion and Development
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