
MEDIA ADVISORY: WORLD EXPORT DEVELOPMENT FORUM 10 – 11 MAY 2011

08.05.11

PRIVATE SECTOR ENGAGEMENT WITH LDCS FOR TOURISM-LED GROWTH AND INCLUSIVE SUSTAINABLE DEVELOPMENT

HOSTED BY: The International Trade Centre (ITC)

WHEN: 10 - 11 May 2011

WHERE: Istanbul, Turkey, within the LDC-IV Conference, Harbiye Cultural Centre

THE ISSUES: Thirty out of forty nine of the world's least developed countries (LDCs) have identified the development of tourism as a feasible way to participate in the global economy and thereby reduce poverty. WEDF brings together tourism experts from the public and private sectors to work on solutions.

PLENARY TOPICS:

1. Private Sector Engagement with LDCs, and Commitments for Sustainable Tourism-led Growth
2. Sustainable Partnerships, Ethical Investment and Intelligent Resource Management in the Tourism Sector

WORKSHOP TOPICS:

1. Inclusive Tourism as a Market Opportunity for the Developing World
2. Integrating Horticulture into the Tourism Supply Chain
3. Engaging Women Vendors in the Tourism Value Chain: Impacting human and economic development
4. Recovering Tourism after a Crisis

SAMPLING OF SPEAKERS:

Mr. Ed Fuller, keynote speaker, President and Managing Director of Marriott International. **Mrs. Patricia Francis**, Executive Director, ITC. **Mr. Pascal Lamy**, Director-General of the WTO. **H.E. Dr. Mary Nagu**, Minister of State in the Prime Minister's Office, Tanzania. **Ms. Rosette Chantal Rugamba**, Founder, Songa Africa, Rwanda. **Mr. Hiran Cooray**, Chairman, Pacific Asia Travel Association (PATA) and Chairman, Jetwing.

SUPPORTING PARTNERS: World Tourism Organization (UNWTO), SECO (Swiss State Secretariat for Economic Affairs)

MEDIA ACCESS: Interview requests: Jacquelyn Campo, +41 79 303 1735. Video, photos, and statements will be available for download at www.intracen.org/wedf/