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

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08.05.11

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

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**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/](http://www.intracen.org/wedf/)

