

## Agenda: Tourism and poverty reduction workshop: 30 November - 2 December 2009

Day 1	Tourism and poverty reduction	Agencies
8-9	Registration	
9-10	Introduction & objectives of workshop  <b>Opening presentations</b> (15 min presentation; 15 min discussion)	Rwanda Development Board - Tourism and Conservation
10-10.30	Tourism and poverty reduction: Benefits for the private sector and SMMEs	International Trade Centre - TPRP / SNV
10.30-11	Introduction to the TPRP approach and opportunity guidelines	ITC
11-11.30	<b>Tea</b>	
11.30-12.30	Work session 1: Identification of blockages: for profit and poverty reduction	Facilitators
12.30-1	Report Back	
1.-2.	<b>Lunch</b>	
2-3.30	Work session 2: Stakeholder mapping in 4 key tourism value chains	Facilitators
3.30-4	Report back	
4-4.30	Tourism and the global economic crisis and climate change: implications for Africa	On The Frontier
4.30-5	Discussion on day 1 and plans for Day 2	Facilitators
Day 2	Value chain analysis	
9-9.30	Opening to Day 2	
9.30-10	How value and supply chain interventions can benefit the private sector and the poor: evidence from the field	ITC/SNV
10.-10.30	Review of previous VCADs in Africa and implications for interventions	SNV (Rubavu, Musanze, Ethiopia, Tanzania, South Africa) & On the Frontier/IFC (Kigali)
10.30-11	<b>Tea</b>	
11.-12	Work session 3: Tracking revenue flows, and where the poor participate	Facilitators
12.-12.30	Report back	
12.30-13.30	<b>Lunch</b>	
13.30-2	Tourism in Rwanda: overview of the market, demand and attractions; UNWTO masterplan and recommendations (e.g. certification, customer care, marketing etc); interventions in poverty reduction and tourism	RDB-TC / SNV / New Dawn Associates (and optional IFC)
2.-3	Work session 4: Identification and prioritising areas for intervention	Facilitators
3-3.30	Report back	
3.30-4	<b>Tea</b>	
4.-5	Work session 5: Planning an intervention and budgets	Facilitators
5-5.30	Report back	
Day 3	Building market access and PPPs	
9-9.30	Opening to Day 3	
9.30-10	Introduction: Enhancing market linkages: Linking the private sector to producers and service providers	ITC / SNV / IFC
10-11	Work session 6: Facilitated discussion between hotels / restaurants and suppliers	Facilitators
11-11.30	Report back	
11.30-12	<b>Tea</b>	
12-12.30	Introduction: Public private partnerships and tourism	SNV / RDB-TC
12.30-1.30	Work session 7: Facilitated discussion on PPPs and poverty reduction	Facilitators
1.30-2.30	<b>Lunch</b>	
2.30-3	Report back	
3-4.30	Implications / recommendations of meeting	Rwanda Development Board - Tourism and Conservation
4.30-5	Closure and review of expectations	Rwanda Development Board - Tourism and Conservation