

WORLD  
EXPORT  
DEVELOPMENT  
FORUM  
2011  
PROGRAMME

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

WORLD EXPORT DEVELOPMENT FORUM 2011  
HARBIYE CULTURAL CENTRE

More than half 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. The G20 has identified tourism as a growth sector, and the T20 Ministers made a subsequent commitment to its development. With the right partnerships and a favourable business environment, tourism-led growth is achievable for many LDCs.

The World Export Development Forum (WEDF) will open with discussions on the roles of the private and public sectors in LDCs in increasing opportunities for small- and medium-sized enterprises. These discussions set the stage for a one and a half day event covering the importance of tourism-led growth as a means of improving local economies, communities and livelihoods.

Within the Forum, four workshops will provide attendees with the opportunity to participate in the development of projects that will benefit specific countries, regions and sectors.



## 09 MAY 2011

08:00 – 18:00      **Registration**  
Participants are encouraged to register the day before the event to avoid queues and to facilitate the process.

## OPENING DAY – 10 MAY 2011

07:30 – 08:45      **Registration**

09:00 – 11:00      **OFFICIAL WELCOME AND OPENING OF WEDF 2011**

Global leaders in trade, development and tourism will set the stage for the WEDF debate, looking at the contribution of the services sector to growth, focusing in on the potential for tourism's contribution to inclusive and sustainable development.

Chairperson: **Ms. Patricia Francis**, Executive Director, ITC

### **Speakers:**

Opening address by **Ms. Patricia Francis**

Welcome address by **H.E. Mr. Ali Babacan**, Deputy Prime Minister, Turkey

**Dr. Supachai Panitchpakdi**, Secretary-General, UNCTAD

**Mr. Pascal Lamy**, Director-General, WTO

**H.E. Dr. Mary Michael Nagu**, Minister of State in the Prime Minister's Office, Investment and Empowerment, Tanzania

**Mr. Ed Fuller**, President and Managing Director, Marriott International Lodging

**Dr. Taleb D. Rifai**, Secretary-General, the World Tourism Organization (UNWTO)

**H.E. Dr. Luzius Wasescha**, Ambassador, Permanent Mission of Switzerland to the WTO, representing the State Secretariat for Economic Affairs (SECO)

11:00 – 11:30      **Coffee break**

11:30 – 13:00      **PLENARY SESSION 1: PRIVATE SECTOR ENGAGEMENT WITH LDCs AND LDCs' COMMITMENT FOR SUSTAINABLE TOURISM-LED GROWTH**

The session is an interactive debate where high-level representatives and CEOs will discuss the challenges and the benefits of tourism-led growth. The discussion will also explore the implications of the policies and incentives required to achieve the development of national capacities and backward linkages to the local economy.

Moderator: **Ms. Valentine Sendanyoye Rugwabiza**, Deputy Director-General, WTO

### **Speakers:**

**Mr. Kemal Fahir Genç**, Deputy Undersecretary, Ministry of Culture and Tourism, Turkey

**Mr. Hasan Arat**, Vice President, Tourism Assembly of The Union of Chambers and Commodity Exchanges of Turkey (TOBB)

**Mr. Guy Johnson**, Secretary-General, Ministry of Handicraft and Tourism, Benin

**Mr. Hiran Cooray**, Chairman, Pacific Asia Travel Association (PATA) and Chairman, Jetwing

**Mr. Ronald Hepburn**, Founder, Chamber Member and Managing Director, Etoile Partners, UK

**Ms. Rosette Chantal Rugamba**, Founder, Songa Africa, Rwanda

13:00 – 15:00      **Lunch break**

**UN STEERING COMMITTEE ON TOURISM DEVELOPMENT SPECIAL EVENT:  
Promoting Tourism for Sustainable Development and Poverty Reduction**

This Joint Tourism Special Event will be held in Room Camlica, in the Istanbul Convention Centre.

Tuesday afternoon will be devoted to workshops in parallel that explore specific project challenges and opportunities. Each session will work towards concrete ideas of developing ways of integrating small- and medium-sized enterprises in LDCs into the global value chain through tourism. These workshops will provide the basis for highlighting the pilot project concepts developed during WEDF during the closing plenary, with the input of key stakeholders, and will identify a road map to move to the next stage of project development.

15:00 - 16:30 **PARALLEL WORKSHOPS EXPLORING SPECIFIC PROJECT CHALLENGES AND OPPORTUNITIES**

**Inclusive tourism as a market opportunity for the developing world:  
Two cases – Ugandan handicrafts and Ethiopian cultural heritage**

The workshop will highlight the contribution of handicrafts and cultural heritage in tourism-led growth in LDCs. The projects to be developed will aim to show how handicrafts developed through market-led design capability can be sustainable in the tourism sector in Uganda, as well as how cultural heritage can become a more fully integrated part of the tourism value chain in Ethiopia. Participants will work on a project that will develop a structured approach to product development for tourism value chains by linking micro-producers of handicrafts to the tourism industry and by integrating the development of cultural heritage projects into tour operators' supply chains.

Ugandan and Ethiopian case studies

**Integrating Horticulture in the Tourism Supply Chain**

The objective of the workshop is to create the link between the horticulture sub-sector in Tanzania with the tourism industry. Participants will explore the ideas around how agri-business collection and distribution centres are established and managed, and the backwards linkages of these to the tourism industry. The workshop will develop a model that could be used, with adaptation, by many countries.

Tanzanian case study

16:30 – 17:00 **Coffee break**

17:00 - 18:30 **PARALLEL WORKSHOPS EXPLORING SPECIFIC PROJECT CHALLENGES AND OPPORTUNITIES**

**Engaging women vendors in the tourism value chain: Impacting human and economic development**

Panellists will explore the business and development cases for engaging women in tourism value chains. Participants will leave with an understanding of what can be and is being done by governments in LDCs and other countries to help women exporters thrive in this sector. Private sector participants will learn how they can improve the integration of women vendors in their procurement processes and the benefits therein.

Examples of ITC programmes, with a special focus on the Asia Pacific region

**Recovering Tourism after a Crisis (in collaboration with UNWTO)**

How can a country resurrect its tourism industry after a major shock, be it political instability or natural disaster? This workshop will be developed and implemented in conjunction with the UNWTO's Risk and Crisis Management programme, which aims to identify and mitigate global and local risks related to travel and tourism, including the development of crisis management systems. Participants will focus on developing a guide for restoring tourism in an LDC after a crisis. Practitioners from Jordan will transfer their know-how to practitioners from LDCs.

18:45 **Group photo with all WEDF speakers and participants**

19:00 **WEDF Cocktail reception**

## DAY 2 – 11 MAY 2011

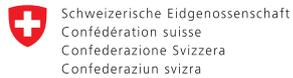
- 10:00 – 11:30 **PLENARY SESSION 2: INCLUSIVE SUSTAINABLE DEVELOPMENT LED BY SUSTAINABLE PARTNERSHIPS, ETHICAL INVESTMENT AND INTELLIGENT RESOURCE MANAGEMENT IN THE TOURISM SECTOR**
- Panelists will discuss how to foster sustainable partnerships, examining the conditions for successful public-private partnerships in the tourism sector. The issues of ethical investment and intelligent resource management will be considered within the framework of how they can lead to inclusive sustainable development.
- Moderator: **Mr. David Eades**, BBC News anchor
- Speakers:**  
**Ms. Dorothy Tembo**, Executive Director, EIF  
**Ms. Amanda Ellis**, Deputy Secretary for International Development for the New Zealand Ministry of Foreign Affairs and Trade (MFAT)  
**Prof. Geoffrey Lipman**, Director of Greenearth.travel and Advisor to the UNWTO Secretary-General  
**Mr. Alexander Barkawi**, former Managing Director, SAM Indexes and Dow Jones Sustainability Indexes
- 11:30 – 12:00 **Coffee break**
- 12:00 - 13:00 **CLOSING: PRESENTATION OF PRIVATE-PUBLIC PARTNERSHIPS**
- The WEDF 2011 Closing session will highlight the pilot project concepts developed during WEDF, with the input by key stakeholders, and will identify a road map to move to the next stage of project development. These projects are being realised with the support of stakeholders from the public and private sector as well as UN partners, and Ms. Francis will invite key stakeholders of these outputs to join her on the stage. Each presenter will describe the project and its goals.
- Chair: **Ms. Patricia Francis**, Executive Director of ITC
- Remarks by **Mr. Dick de Man**, Deputy Managing Director, Centre for the Promotion of Imports from Developing Countries (CBI), The Netherlands
- Presentation by key stakeholders of programmes and workshop projects:
- Inclusive Tourism as a Market Opportunity for the Developing World
    - Ugandan handicrafts
    - Ethiopian cultural heritage
  - Integrating Horticulture in the Tourism Supply Chain
  - Engaging Women Vendors in the Tourism Value Chain
  - Recovering Tourism after a Crisis (in collaboration with UNWTO)
- Closing statement by **H.E. Mr. Darlington Mwape**, Ambassador, Permanent Mission of the Republic of Zambia

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The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.

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