

TOURISM-LED GROWTH AND INCLUSIVE SUSTAINABLE DEVELOPMENT

WORKSHOP IN PREPARATION FOR THE ITC WORLD EXPORT DEVELOPMENT FORUM

DATE: 6 – 7 APRIL
LOCATION: INTERCONTINENTAL HOTEL, CITY HALL WAY, NAIROBI,
+254-20-3200000

Day 1

10:00 – 11:00 Welcome and Opening Session

Opening Statement: Mr. Silencer Mapuranga, Senior Officer, Office for Africa, ITC

Welcome: Kenya Minister for Tourism, H.E. Najib Balala

The tourism industry presents opportunities for local entrepreneurs to engage in the tourism supply chain. Tourism-led growth in least developed countries (LDCs), however, presents certain challenges for the private sector as well as the public sector.

The opening session explores the challenges and examines solutions. Speakers include representatives from the private sector and the public sector who have experience with inclusive development projects in tourism.

Moderator: Mr. Jim Burba, ITC Consultant

Speakers: Ms. Sylvia Owori, Entrepreneur, Designer

Ms. Sari Laaksonen, Enhanced Integrated Framework (EIF),
World Trade Organization

11:00 – 12:30 Roundtable Discussions

Private sector representatives and consultants will share their experiences in investing in tourism projects in least developed countries. The session will begin with a moderated discussion, and then participants will break into small groups, providing the opportunity for all participants to have one-on-one discussions with the experts.

Moderator: Mr. Jim Burba, ITC Consultant

Discussion leaders: Mr. Vishal Agarwal, PWC

Mr. James Kamau, Iseme, Kamau & Maema Advocates

Mr. David Leckerai, Iseme, Kamau & Maema Advocates

12:30 – 2.00 Lunch

2:00 – 5:00 Parallel workshops

ITC's three pilot projects are specifically addressed in three parallel workshops:

1. Handicrafts in Tourism-led Growth (Uganda)

The objective of the workshop is to highlight the contribution of handicrafts and in tourism-led growth. The projects aim to show how handicrafts developed through building market-led design capability can be more sustainable to the tourism sector in Uganda. Participants will work on a project which will develop a structured approach to product development for value chains of tourism by linking micro-producers of handicrafts to tour operators and large hotels.

Session leader: Simone Cipriani, Ethical Fashion Programme, ITC

2. Agriculture in Tourism-led Growth (Tanzania)

The objective of the workshop is to create the link between the horticulture sub-sector in Tanzania with the tourism industry, in particular with hotels, tourism attractions and other retail outlets and to help them better understand what is required to become a supplier. The project will focus on supply-chain development while the Tanzania Horticulture Association (TAHA) and the horticulture apex body will facilitate the linking between small scale producers –which include growers of horticulture products and processing businesses– hotel associations and other tourism bodies.

Project leader: Silencer Mapuranga, Office for Africa, ITC

3. Cultural Heritage: Cultural Heritage (Ethiopia)

The objective of the workshop is to highlight the contribution of cultural heritage in tourism-led growth. The projects aim to show how cultural heritage can become a more fully integrated part of the tourism value chain in Ethiopia. Participants will work on a project which will develop a structured approach to product development for value chains of tourism by integrating the development of Cultural Heritage projects into Tour Operators' supply chains.

Project leader: Aïssatou Diallo, Office for Africa, ITC

6:30 - Dinner

DAY 2

9:00 – 12:00 Visit to industrial hub, to be led by Simone Cipriani, ITC Ethical Fashion Programme
Meet in hotel lobby at 8.55 a.m.

At the industrial hub, visitors will see artists and craftspeople at work on a variety of projects, including ITC Ethical Fashion projects. Such projects are examples of the types of projects that could enable local producers to become integrated into the tourism supply chain. The Ethical Fashion Programme enables distributors and designers to source fashion and lifestyle products from marginalised communities of women and groups of micro producers in Africa. There are long-term business opportunities for those offering products with a clear story of social responsibility and development behind them.

