



RÉPUBLIQUE DU CONGO  
MINISTÈRE DU TOURISME  
ET DES LOISIRS



**Program\***  
**The National Tourism Assembly**  
**Brazzaville**  
*From July 17 to 18 2017*  
*At Radisson Blu Hotel*  
*(2017/06/06)*

**Sunday July 16 2017**

**10am to 6pm:** Welcome, registration and badges  
(Place: at Radisson Blu Hotel)

**Day 1: Monday July 17 2017**

**8 - 11.30am:** Welcome, registration, badges and participants sitting.  
(Place: at Radisson Blu Hotel)

**11.30 am - 1pm:** Official opening ceremony of the first National Tourism Assembly of the Republic of Congo under the High Patronage of His Excellency Mr. Denis SASSOU-NGUESSO, President of the Republic of Congo.

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\* Subject to changes



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*(Ceremony marking the International Year of Sustainable Tourism for Development in Africa).*

- Welcome remarks of Mr. **Hugues NGOUELENDELE**, Mayor of Brazzaville City;
- Words of Circumstance of Mr. **Anthony KWAKU OHEMENG-BOAMAH**, UN Resident Coordinator & UNDP Resident Representative at United Nations;
- Remarks of Mrs. **Arlette SOUDAN-NONAUT**, Minister of Tourism and Leisure;
- Words of Circumstance of Dr. **Taleb RIFAI**, Secretary General of the World Tourism Organization (UNWTO)
- Opening words of His Excellency Mr. **Denis SASSOU NGUESSO**, President of the Republic of Congo.

Presentation of the open letter by Dr. **Taleb RIFAI**, Secretary General of the World Tourism Organization (UNWTO), to His Excellency Mr. **Denis SASSOU NGUESSO**, President of the Republic of Congo.

**Masters of Ceremony:** M. Médard MILANDOU  
and Ms Prisca OUYA

**Official Picture  
(Head of Contingent)**

**1 - 1.15pm:** Global announcement / Presentation of the Strategy of Sustainable Tourism Development in the Republic of Congo - Brazzaville - and the expectations on the "Fonds Bleu"

**1.15 - 2.15pm:** **1st panel: "The "Fonds Bleu", Source of funding for Ecotourism"**

**Panelists (5):**

**Moderator:** Mr. **François SOUDAN**, Managing Editor of " Jeune Afrique"

**2.15 - 3.30pm:** Lunch Break (Place of the Conferences - Radisson Blu Hotel)

**2.15 - 3.30pm:** **2nd panel: "What are the difficulties met by tourism operators in the Republic of Congo-Brazzaville"**

**Panelists (5):**



**Moderator:** Mr. Rémy POLIWA, Expert to the World Tourism Organization (UNWTO)

**4.30 - 4.45pm:** Coffee break (Place of the Conferences – Radisson Blu Hotel)

**4.45 - 5.15pm:** Update on the day's work

**Moderator:** Mr. Rémy POLIWA, Expert to the World Tourism Organization (UNWTO)

**4.30 - 5.30pm:** Donors Meeting

**Moderator:** Mrs. Vanessa SATUR - Program Manager - Technical Cooperation, World Tourism Organization  
(Place: Radisson Blu Hotel)

**5.30 - 7.30:** Cocktail  
(Place: Radisson Blu Hotel/ entertainment: Griot)

**20h00:** High Level Diner offered by the Ministry of Tourism and Leisure  
(Invitation only)  
(Place: Radisson Blu Hotel)

## Day 2: Tuesday July 18 2017

**8.30-9.30 am:** Synthesis of work's Day 1

**Moderator:** Mr. Rémy POLIWA - Expert to the World Tourism Organization (UNWTO)

**9.30 - 10.30am:** 3rd panel: *"Good governance favorable to Sustainable Tourism Development in the Republic of Congo (Brazzaville) and Sharing Experiences"*.

**Panelists (5):**

**Moderator:** Mrs. Vanessa SATUR - Program Manager - Technical Cooperation, World Tourism Organization.

**10.30 - 10.45am:** Coffee break (Place of the Conferences – Radisson Blu Hotel)



**10.45am - 12.30pm: 4<sup>th</sup> Panel : "How to integrate the civil society for a better sustainable tourism development in the Republic of Congo (Brazzaville) ?"**

**Panelists (5):**

**Moderator:**

**12.30 - 2pm:** Lunch Break (Place of the Conferences - Radisson Blu Hotel)

**2 - 3.15pm: 5<sup>th</sup> Panel : " The integration of the destination Congo - Brazzaville in the building of the African Destination Branding "**

**Panelists (5):**

**Moderator:** Mrs. **Carmen NIBIGIRA** - Regional Coordinator - East Africa Tourism Platform - World Tourism Organization (UNWTO)

**3.15 - 3.30pm:** Coffee break (Place of the Conferences – Radisson Blu Hotel)

**3.30 - 4.30pm :** Update on the day's work and Plenary work presentation

**Moderator:** Mr. **Rémy POLIWA** - Expert to the World Tourism Organization (UNWTO)

**4.30 - 5pm:** Reading and Adoption of the activity report

**Moderator:** Mr. **Rémy POLIWA** - Expert to the World Tourism Organization (UNWTO)

**5 - 6pm:** Closing Ceremony under the High Patronage of His Excellency Mr Denis SASSOU-NGUESSO, President of the Republic of Congo.

- Words of circumstance of Dr. **Taleb RIFAI**, Secretary General World Tourism Organization (UNWTO);
- Thanking words of Mrs. **Arlette SOUDAN-NONAUULT**, Minister of Tourism and Leisure;
- Closing words of His Excellency, Mr. **Clément MOUAMBA**, Prime Minister.

**Master of Ceremony:** Mr. **Gyldas MAYELA**  
and Ms **Prisca OUYA**

**9pm: Gala Dinner**

(Place: Radisson Blu Hotel / entertainment: Traditional Group)