Conference format

The conference will be interactive. After the opening session, which will provide a broad outline of the topics to be discussed, each session will be introduced by the conference chair and the panel will then comment briefly on the subject.

Discussion documents prepared by the speakers will be posted on the FEMIP conference website (www.eib.org/femip/conference) and may be consulted after the conference.

Contact

EIB’s Protocol Unit
Michèle Schmitt
(+352) 43 79 - 84206
(+352) 43 79 - 64280
prot.events@eib.org

Conference venue
Parc Chanot – Palais des Congrès et des Expositions de Marseille
Rond Point du Prado
13008 Marseille
France

Draft Programme

11th FEMIP Conference
Tuesday 27 November 2012
Parc Chanot – Palais des Congrès et des Expositions de Marseille, France

Towards Sustainable Tourism in the Mediterranean:
Investment and financial services for tourism
Dear Sirs,

Dear Madams,

On behalf of the European Investment Bank and the Ministry of Tourism & Antiquities of Jordan, in collaboration with ASCAME (the Association of the Mediterranean Chambers of Commerce and Industry), it is our pleasure to invite you to the 11th FEMIP Conference which will be held on Tuesday 27 November at the Parc Chanot in Marseille, France.

In the Southern Mediterranean countries, Travel & Tourism industry employs today over 20 million people. Its natural and cultural resources give these countries an outstanding potential for further tourism development as well as much needed job creation and economic growth following the ‘Arab Spring’. The tourism industry cannot ignore the environmental concerns (climate change, water scarcity…) facing the Mediterranean region.

The event will challenge businesses and governments to address sustainability issues in the tourism sector, presenting case studies and success stories from around the Mediterranean and beyond. Sector-specific investment priorities as well as financing needs will also be examined. Supply-side shortcomings and options, and the role of banks, funds and real estate investors will be addressed.

This half-day conference will offer an interactive platform for discussion and debate and will give you ample opportunity for networking with your peers and EB experts. Please note that the working languages of the Conference will be Arabic, English and French with interpreting facilities available throughout all conference sessions.

To confirm your participation it is important that you register (preferably before 12 November) by completing the attached form or via the online registration form which can be found on our website (www.eib.org/events).

For any other information concerning the organisation of the Conference, please contact Mrs Michele Schmitt (tel: +352 43 79 - 84206; email: prot.events@eib.org).

We look forward to meeting you in Marseille.

Yours sincerely,

Philippe de Fontaine Vive
Vice-President, European Investment Bank

Nayef Hmeidi Al-Fayez
Minister of Tourism and Antiquities

Draft Programme

12.30-14.00 Registration and welcome lunch

14.00-14.30 Séance d’ouverture
  • Philippe de Fontaine Vive, Vice-President, European Investment Bank
  • Nayef Al Fayez, Minister of Tourism and Antiquities, Jordan
  • Jafar Hassan*, Minister of Planning and International Cooperation, Jordan

14.30-16.00 Panel I: Tourism trends, market potential and sector needs
  Keynote address: Mondher Sahli, Secretary General, International Association of Tourism Economics
  Panellists: Harold Goodwin, Professor of Responsible Tourism Management at Leeds Metropolitan University and Director International Centre for Responsible Tourism
  Sylvie Lemmet*, Director, United Nations Environment Programme
  Abdulrazzaq Arabiyat, General Manager of the Jordan Tourism Board, Jordan
  Loïc Bourse, Tourism Programme Officer, Plan Bleu, France

Questions & Answers

16.00-16.30 Coffee break

16.30-18.00 Panel II: Improving financial support for the Mediterranean tourism sector
  Keynote address: Anass Houir Alami, Director General, Caisse de Dépôt et de Gestion, Morocco
  Panellists: Samih Sawiris*, Executive Chairman of the Board of Directors and Chief Executive Officer, Orascom Development, Egypt
  Julien Levis, Avocat à la cour, JURIMED, France
  Yarub Qudah*, Chief Executive Officer, Jordan Enterprise Development Corporation (JEDCO), Jordan
  Angus Gavin, Head of the Urban Development Division, Solidere - Restoration project of the Old Town of Beirut, Lebanon

Questions & Answers

18.00-18.30 Closing session
  • Philippe de Fontaine Vive, Vice-President, European Investment Bank
  • Fathallah Sijilmassi*, Secretary General, Union for the Mediterranean
  • Mohamed Choucair, President, ASCAME

18.30 Cocktail reception

* to be confirmed

Questions & Answers

The Conference will be moderated by Daniel Vigneron, Journalist.

This session will provide an overview of the world’s demand and supply in the tourism sector, changing patterns and expectations of high-growth markets particularly in the Mediterranean region.

This session will analyse sector-specific investment priorities as well as financing needs. Supply-side shortcomings and options, and the role of banks, funds and real estate investors will also be addressed.
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