



Follow-up to the Fourth Tokyo International Conference on African Development (TICAD IV)

The Fifth Africa-Asia Business Forum (AABF V)

Forging Business Linkages for Sustainable Tourism Development in Africa

Theme

Tourism promotion

Rationale

African countries have a special interest in tourism development, a sector with great growth potential. Tourism development is also a suitable tool for improving Africa's image. The organization of AABF V in 2009 is mentioned in the Yokohama Action Plan, one of the outcome documents of the fourth Tokyo International Conference on African Development (TICAD IV) held in May 2008 in Yokohama, Japan.

AABF V will foster partnership building and technology transfer in tourism-related industries to attract more Asian and Japanese tourists to Africa – generating a boost in investments for tourism development.

Venue & Date

AABF V will be held from 15-17 June 2009 in Kampala/Entebbe, Uganda

Co-organizers

The Government of Japan, the United Nations Development Programme (UNDP), the United Nations Office of the Special Adviser on Africa (UN-OSAA), and the World Bank with technical cooperation by the United Nations Industrial Development Organization (UNIDO) and the United Nations World Tourism Organization (UNWTO).

Objectives

The objectives of AABF V are four-fold:

- To organize an interactive policy dialogue between public and private institutions on best practices and lessons learned in successful tourism development;
- To develop a strategic marketing plan and product development for tourism promotion;
- To organize intense face-to-face negotiations for partnership-building between representatives of African and Asian companies; and
- To publicize the positive image of Africa towards the 2010 FIFA World Cup in South Africa.

Participating countries

Africa - All countries

Asia - Japan, China, South Korea, India, Pakistan, Brunei, Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam

Target audiences

Government officials, representatives from the tourism sector (tourism associations/authorities, international carriers, tourism professionals, tour operators, travel agencies, travel magazines, hoteliers/ lodges/camps/game reserves), bankers to finance tourism-related projects, international organizations. Reconnaissance trips to African countries will be organized for small groups from 8 to 14 June.



About the AABF series

The Tokyo International Conference on African Development (TICAD) has, for the past sixteen years, spurred a wave of innovative projects and programmes to support the development of the private sector in Africa. The main feature of this framework underscores the importance of South-South cooperation.

The Africa-Asia Business Forum, a series of intense face-to-face negotiations between selected African and Asian companies, aims to identify business partners to enter into various types of deals such as joint ventures, franchising, licensing, and technology transfer as well as providing technical assistance through various capacity building workshops and seminars. It is implemented by the UNDP and funded by the Government of Japan.

The ultimate objective of AABF is to attract investment into Africa and to increase trade between Africa and Asia. The concept of AABF was formulated as a direct outcome of the TICAD II, which recognized the significance of increased trade and investment between sub-Saharan Africa and Asia and the mutually beneficial learning process of the two regions.

Summary of Past AABFs

	Number of Participants		Number of MoUs	Value of MoUs US \$m
	Asia	Africa		
AABF I Kuala Lumpur, Malaysia, 1999	120 6 Countries	110 24 Countries	27	24.5
AABF II Durban, South Africa, 2001	72 5 Countries	158 17 Countries	97	80.0
AABF III Dakar, Senegal, 2004	26 6 Countries	121 14 Countries	55	48.4
AABF IV Dar es Salaam, Tanzania, 2007	44 6 Countries	168 16 Countries	118	156.0



Japan
www.mofa.go.jp



UN Office of the
Special Adviser on Africa
www.un.org



United Nations
Development Programme
www.undp.org



The World Bank
www.worldbank.org

With technical cooperation by the United Nations Industrial Development Organization (UNIDO) and the United Nations World Tourism Organization (UNWTO)



www.unido.org



www.unwto.org

For more information on TICAD and AABF V, see the following websites: www.ticad.net; www.ticadexchange.org

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