

PROGRAM

The Africa Travel Association

**32nd ANNUAL
CONGRESS
May 6 - 11, 2007**

**Building a Positive Unified Image for
African Tourism Development**

**PARTNERS IN PROGRESS
ATA, African Ministries of Tourism, Suppliers,
Tour Operators, and the Media**

Launching: The Africa Tourism Market Place

**Celebrating Ethiopia's Millennium
&
Ethiopian Airlines 61st Year of Service**

The Africa Travel Association's
32nd ANNUAL CONGRESS

May 6 - 11, 2007
Addis Ababa, Ethiopia

Organized under the auspices of the:

Ministry of Culture and Tourism
Federal Democratic Republic of Ethiopia

SPONSORED BY

ETHIOPIA MINISTRY OF CULTURE & TOURISM

ETHIOPIAN AIRLINES

GHANA MINISTRY OF TOURISM

NIGERIA MINISTRY OF CULTURE & TOURISM

SHERATON ADDIS

TANZANIA MINISTRY OF NATURAL RESOURCES & TOURISM

ZAMBIA MINISTRY OF TOURISM, ENVIRONMENT & NATURAL RESOURCES

ATA MEDIA PARTNERS

AFRICA TRAVEL MAGAZINE

WWW.AFROPOP.ORG

ETURBO NEWS

THE AFRICA CHANNEL

THE AFRICAN TIMES

TRAVEL AGENT

TRAVEL WORLD NEWS

WWW.OGOSOW.COM

PRE- CONFERENCE

FRIDAY, MAY 4 – MONDAY, MAY 7, 2007

Arrival: Staff members from the Ministry of Culture & Tourism, Ethiopia will meet pre-registered international delegates in the arrival lounge of Bole International Airport and transport to Congress hotels (Hilton Addis Ababa Hotel, Ghion Hotel & Sheraton Addis). A congress welcome booth will be available to assist Delegates.

SUNDAY, MAY 6, 2007

3:00 P.M – 7:00 P.M.

DELEGATE CHECK-IN AND CONGRESS REGISTRATION

On-site registration begins

Pre-registered delegates may pick up Congress kits at ATA Secretariat.

Location: Hilton Hotel

Open Evening – Please enjoy local restaurants in the city of Addis Ababa!

CONFERENCE PROGRAM

DAY 1 – Monday, May 7

7:00 A.M. – 12:00 P.M. **CONGRESS REGISTRATION**
&
3:00 P.M. – 5:00 P.M. *On-site registration begins*
Pre-registered delegates may pick up Congress kits at ATA Secretariat.

Location: Hilton Hotel

8:30 A.M. Busses depart from Hilton, Sheraton & Ghion to Opening Ceremonies

9:00 A.M. – 11:00 AM **OPENING CEREMONIES**
To include presentation on Ethiopia's culture, environment & people

Location: United Nations Economic Commission for Africa Headquarters

Welcoming Remarks:

His Excellency Girma Woldegiorgis
President
Federal Democratic Republic of Ethiopia

Ambassador Mohamoud Dirir Gheddi (MP)
Minister of Culture and Tourism
Federal Democratic Republic of Ethiopia

Hon. Jake Otanka Obetsebi-Lamptey,
Minister of Tourism & Diaspora Affairs,
Republic of Ghana, and
President, Africa Travel Association

Ambassador Donald Yamamoto
United States Ambassador to Ethiopia

Mr. Edward J. Bergman
Executive Director
Africa Travel Association

12:00 P.M. – 1:30 P.M.

LUNCH

Location: United Nations Economic Commission for Africa Headquarters

Sponsored by: Sheraton Addis

2:00 P.M - 3:30 P.M.

RIBBON CUTTING CEREMONY

AFRICA TOURISM EXHIBITION & ARTS & CRAFTS FAIR

Hosted by: Ministry of Culture & Tourism, Ethiopia

Location: The Ethiopian National Theatre

4:00 P.M. – 5:45 PM

CLOSED SESSION:

**“COUNCIL OF TOURISM MINISTERS OF AFRICA (CTMA)”
AND MEETING OF ATA BOARD OF DIRECTORS**

Co-Chair: Ambassador Mohamoud Dirir Gheddi (MP)
Minister of Culture and Tourism
Federal Democratic Republic of Ethiopia

Co-Chair: Hon. Jake Otanka Obetsebi-Lampsey, Minister of
Tourism & Diaspora Affairs, Republic of Ghana, and President,
Africa Travel Association

Location: Ethiopia Ministry of Tourism & Culture

7:30 P.M - 10:00 P.M.

WELCOME DINNER

“BRINGING THE WORLD TO AFRICA”

Hosted by: Mr. Girma Wake, CEO, Ethiopian Airlines

Location: Hilton Hotel

DAY 2 – Tuesday, May 8

Location: All sessions & lunch on this day to take place at the Hilton Hotel

9:00 A.M. – 11:00 A.M. **General Session - Developing a Framework for Promoting & Branding Africa as a Unified Tourism Destination**

Facilitated by: Ambassador Daudi N. Mwakawago, Former Tanzanian Ambassador to the United Nations & Former UN Special Representative of the Security General to Sierra Leone

Remarks: Edward J. Bergman, Executive Director, Africa Travel Association

Co-Chair: Ambassador Mohamoud Dirir Gheddi (MP)
Minister of Culture and Tourism
Federal Democratic Republic of Ethiopia

Co-Chair: Hon. Jake Otanka Obetsebi-Lampsey, Minister of Tourism & Diaspora Affairs, Republic of Ghana, and President, Africa Travel Association

Hon. Abdoulie Janneh*
Executive Secretary, UNECA
United Nations Economic Commission for Africa

His. Excellency Alpha Oumar Konare
Chairperson, Africa Union Commission

Mr. Shaun Mann
Tourism Development Specialist, Private Sector Development,
Africa Region, World Bank

Prof. Firmino Mucavele*
Executive Head, NEPAD Secretariat
The New Partnership for Africa's Development

Hon. Gert, C. Oosthuizen, M.P.*
Deputy Minister
Sports and Recreation South Africa

UNWTO Representative*

11:30 A.M. – 1:00 P.M.

CONNECTING AFRICA: THE SKY IS THE LINK

Chairman: Mr. Girma Wake, Chief Executive Officer,
Ethiopian Airlines

Facilitator: Mr. Christian E. Folly-Kossi, Secretary General,
Africa Airlines Association (AFRAA)

Mr. Billy Braithwaite, Manager, Marketing & Sales,
North American Airlines

Representative of Eng. Atef Abdel Hamid, Chairman, Egypt Air

Mr. Gabriel Geenga Olowo, Executive Director,
Bellview Airlines

Mr. Christophe Ritter, Senior Partner,
Sabre Consulting

Mr. Chris Zweigenthal, Deputy Chief Executive,
Airlines Association of Southern Africa

1:00 – 2:30 P.M.

ATA PRESIDENT'S LUNCHEON

Hosted by: Hon. Jake Otanka Obetsebi-Lamphey,
Minister of Tourism & Diaspora Affairs, Republic of Ghana, and
President, Africa Travel Association

2:30 – 5:00 P.M.

GENERAL SESSION - “EMERGING GROWTH MARKETS FOR AFRICA TOURISM ENTREPRENEURS”

Facilitator: Hon. Kabinga Pande, Minister of Tourism & Environmental Affairs, Republic of Zambia and Vice President, Africa Travel Association

Education and Student Travel

Presenter: Dr. Yaw Nyarko, Vice Provost
Globalization & Multicultural Affairs, New York University

The Asia Market

Presenter: Mr Alwin Zecha, Executive Board Member
Pacific Asia Travel Association (PATA)

Cultural Tourism

Presenter: Sean Barlow, Executive Producer, Afropop.org

Travel for Volunteer, Education & NGO Experiences

Presenter: Rena Dascal, American Jewish World Service Corps.

Faith Based Tourism

Presenter: Ms. Nell Diallo, MedShare International

African Diaspora

Presenter: Mr. Ogo Sow,
Radio Journalist
ATA Diaspora Affairs Advisor to the Executive Director

Accessible Travel - Society for Accessible Travel in Hospitality

8:00 - 10:00 P.M.

Zambia Gala Night Dinner

Hosted by: Hon. Kabinga Pande, Minister of Tourism & Environmental Affairs, Republic of Zambia and Vice President, Africa Travel Association

Location: TO BE CONFIRMED

DAY 3 – Wednesday, May 9

Location: All sessions & lunch on this day to take place at the Hilton Hotel

8:30 - 9:15 A.M.

LAUNCHING “AFRICA TOURISM MARKETPLACE”

Remarks: Mr. Edward J. Bergman, Executive Director
Africa Travel Association

Presentation: Dr. Tanya Abrahams, Managing Director
Africa .travel Tralliance Corporation

Presentation: Mr. Sujit Chowdhury, Secretary General,
2nd World Tourism Marketing Summit - Beijing, China

Presentation: Mr. Mark Walton, Executive Vice President
Africa Channel

9:30 A.M - 1:00 P.M.

THREE PERSPECTIVES ON MARKETING AFRICA AS A CONTINENT

9:30 A.M. - 10:30 A.M.

GOVERNMENT DESTINATION ROUNDTABLE FORUM

Co-Chair: Ambassador Mohamoud Dirir Gheddi (MP)
Minister of Culture and Tourism
Federal Democratic Republic of Ethiopia

Co-Chair: Hon. Jake Otanka Obetsebi-Lampsey, Minister of
Tourism & Diaspora Affairs, Republic of Ghana, and President,
Africa Travel Association

Speakers:

Hon. Paulino Domingos Baptista, Deputy Minister of Hotels &
Tourism, Angola

Hon. Henri Djombo, Minister of Economy and Forestry,
Republic of Congo

Hon. Morris M. Dzoro, M.P. Minister of Tourism & Wildlife,
Kenya*

Hon. El Hadj Baba Hamadou, Minister of Tourism, Republic of Cameroon

Hon. John Bande, MP, Deputy Minister of Information & Tourism, Malawi

Hon. Rejoice Mabudathasi, Deputy Minister of Environmental Affairs and Tourism, Republic of. South Africa*

Hon. Prof. Jumanne Maghembe, MP, Minister of Natural Resources & Tourism, Republic of Tanzania*

Hon. Ousmane Maseck Ndiaye, Minister of Tourism and Air Transport, Republic of Senegal

Hon. Kabinga Pande, Minister of Tourism & Environmental Affairs, Republic of Zambia

Dr. Soumanou Seibou Toleba, Minister of Tourism, Benin

10:45 P.M. - 11:45 P.M.

TOUR OPERATORS' FORUM

Facilitated by: Doris D. Wooten, Africa-Tour-Rific & New York ATA Chapter President

Speakers:

Chief Rev. Margaret B. Idowu Fabiyi, President, Webisco Travel and Tour, Nigeria

Ms. Mariama Ludovic de Lys, Managing Director, West Africa Tours, Mali

Ms. Nomvimbi Meriwether, Meticulous Tours

Mr. Runit G. Mehta, Safari Ventures, U.S.A.

Representative from Micato Safari's*, U.S.A.

12:00 P.M. - 1:00 P.M.

SUPPLIERS' ROUNDTABLE FORUM

Facilitated by: Mr. Hagos Legesse, Travel & Tourism Marketing Consultant & ATA Executive Director Emeritus

Speakers:

Mr. Marcel M. Andeweg, Director General, Benin Marina Hotel

Mr. Omar Carrera, Director of Sales & Marketing,
Sheraton Addis

Roger A. Kacou, Director of Operations – Africa / General
Manager, Inter Continental Nairobi*

Mrs. J Mehl, Executive Director, Tourism Council of Zambia

Mr. Otunba Segun Runsewe, Director General, Nigeria Tourism
Development Corporation

1:00 P.M. - 2: 30 P.M.

LUNCHEON

Hosted by: Hon. Professor Babalola Borishade, Minister of
Culture and Tourism, Federal Republic of Nigeria &
Mr. Otunba Segun Runsewe, Director General, Nigeria Tourism
Development Corporation

3:00 PM – 3:30 PM

CHAPTER PRESIDENTS MEETING

3:00 PM – 4:45 PM

YOUTH FORUM MEETING

3:30 PM – 4:45 PM

ANNUAL GENERAL MEETING

All ATA members and perspective members are encouraged to attend

5:00 PM – 6:30 PM

PRESS CONFERENCE

5:00 PM – 5:30 PM

FILM SCREENING

Random Acts – A Documentary of Giving
Ms. Juanita “Busy Bee” Briiton, Executive Producer/Writer &
Interim ATA Mid-Atlantic Chapter President

8:00 P.M - 10:00 P.M.

TANZANIA GALA AWARDS DINNER

Hosted by: Hon. Prof. Jumanne Maghembe, MP, Minister of
Natural Resources & Tourism, Republic of Tanzania

Location: TO BE CONFIRMED

DAY 4 – Thursday, May 10

Host Country Day

9:00 A.M. – 5:00 P.M.

ETHIOPIA MINISTRY OF CULTURE AND TOURISM TO PROVIDE DETAILS

8:00 P.M.

ATA ANNUAL AWARDS GALA DINNER

Hosted by: Ministry of Culture and Tourism, Ethiopia

Location: Hilton Hotel

ATA ANNUAL AWARDS PRESENTATION

OUTSTANDING SERVICE TO THE ASSOCIATION

OUTSTANDING LEADERSHIP WITHIN THE AFRICA TRAVEL ASSOCIATION

**OUTSTANDING ACHIEVEMENT IN THE DEVELOPMENT OF RESPONSIBLE
TOURISM WITHIN THE CONTINENT**

**OUTSTANDING ACHIEVEMENT IN THE PROMOTION OF RESPONSIBLE
TOURISM TO THE CONTINENT**

FOUNDERS AWARD

NEW PARTNERSHIP AWARD

ATA SERVICE AWARD FOR LONGTERM LEADERSHIP TO THE ASSOCIATION

DAY 5 - Friday, May 11

OPEN DAY - "IT'S EASY TO ENJOY ETHIOPIA"

BY INVITATION ONLY: One day trip to Lalibela organized by ATA and Ethiopian Airlines, for a limited number of delegates.

See ATA Secretariat for additional tours offered by ATA Members of the Ethiopian Tour Operators Association

**In Cooperation with MedShare International,
and with support from Miracle Corners of the World (MCW),
ATA is pleased to announce the contribution of a container of medical supplies
from the United States to a local hospital in the Lalibela region,
valued at several hundred thousand U.S. dollars.**

This contribution is being made in an effort to connect with and provide tangible immediate benefit to the local community from the travel and tourism industry.

END

THE AFRICA TRAVEL ASSOCIATION (ATA)

The Africa Travel Association (ATA) is the premiere international travel industry trade association, promoting tourism to the African continent and intra-Africa travel and partnership since 1975. ATA membership includes African Ministries of Tourism, Tourism Boards, airlines, hoteliers, travel agents, tour operators, media, public relations firms, NGOs, and other individuals actively engaged in the promotion of travel to Africa.

ATA MAJOR HISTORICAL EVENTS SINCE 1976

ATA ANNUAL WORLD CONGRESS

1976 – Nairobi, Kenya
1977 – Abidjan, Ivory Coast
1978 – Sousse/Monastir, Tunisia
1979 – Tangier, Morocco
1980 – Libreville, Gabon
1981 – Lusaka, Zambia
1982 – Lome, Togo
1983 – Cairo, Egypt
1984 – Banjul, The Gambia
1985 – Nairobi, Kenya
1986 – Atlanta, Georgia, USA
1987 – Douala, Cameroon
1988 – Harare, Zimbabwe
1989 – New York, NY, USA
1990 – Casablanca, Morocco
1991 – Cairo, Egypt
1992 – Cote d'Ivoire
1993 – Lusaka, Zambia
1994 – Accra, Ghana
1995 – Nairobi, Kenya
1996 – Windhoek, Namibia
1997 – Cotonou, Benin
1998 – Arusha, Tanzania
1999 – Accra, Ghana
2000 – Addis Ababa, Ethiopia
2001 – Cape Town, South Africa
2002 – Conakry, Guinée
2003 – Lusaka and Lingstone, Zambia
2004 – Douala, Cameroon
2005 – Nairobi, Kenya
2006 – Accra, Ghana
2007 – Addis Ababa, Ethiopia

ATA ECOTOURISM SYMPOSIUM

1992 – Saly / Dakar, Senegal
1994 – South Africa
1996 – Marrakech, Morocco
2000 – Abuja, Nigeria
2001 – Yaoundé, Cameroon
2002 – Fez, Morocco
2003 – Zanzibar, Tanzania
2004 – Kampala, Uganda
2005 – Luanda, Anogla
2006 – Calabar, Nigeria

ATA PRESIDENTIAL FORUM

2006 – New York, New York, USA

ACKNOWLEDGEMENTS

ATA CONGRESS STAFF

EDWARD BERGMAN, Executive Director

NATHALIE PHILIPPE, Associate Director, Development & Membership Services

RENE TAYLOR, ATA Marketing Consultant

SELINA WANG, ATA China Outbound Market Coordinator

DORIS D. WOOTEN, President, NY-ATA

ATA SITE VISIT TEAM

EDWARD BERGMAN, Executive Director

ANDREW CHILUFYA, Principal Tourism Development & Research Officer, Ministry of Tourism & Environmental Affairs, Zambia

NATHALIE PHILIPPE, Associate Director, Development & Membership Services

OGO SOW, Afrik Media / Ogo Sow Communications, ATA Board Member

DORIS D. WOOTEN, President, NY-ATA

PHOTOGRAPHY

ROBERT EILETS

OFFICIAL CONGRESS CARRIER

ETHIOPIAN AIRLINES

SPECIAL THANKS

BRADFORD GROUP

MR. KHALID ELACHI, Administrative Intern (U.S. ATA Headquarters)

MS. SHARON HAKAKIAN, Graphic Design Intern (U.S. ATA Headquarters)

MR. RONALD MRACKY, Africa Consult Group & ATA Board Member

MR. NICHOLAS NAMBA, U.S.A. Embassy, Addis Ababa, Ethiopia

MR. FELIX NYAKATALE, Miracle Corners of the World (MCW) Country Coordinator & Artist

PARTNER CONCEPTS

MS. SHARON ROLING, Consultant to the Executive Director (U.S. ATA Headquarters)

HOST COUNTRY COMMITTEE

CHAIR:

H.E. MRS. TADELLECH DALACHO, STATE MINISTER

MEMBERS:

MR. MATEWOS GEBERMARIAM

MR. TESERA KIRFETEW

MR. TEFAYE DESALEGN

MR. SISAY GETACHEW

MRS. MAAZA ZERIHUEN

PRE & POST TOUR OFFERINGS

ATA Nigeria Chapter

Congo Travel & Hotels

Dinknesh Ethiopia Tour

Green Land Tours, Ethiopia

Lake Arbor Travel

Travel Ethiopia, PLC