



# UNWTO / South Africa International Summit on Tourism, Sport and Mega-events

*Winning together*

Johannesburg, 24 - 26 February 2010

AS AT 19 JANUARY 2010

WEDNESDAY - 24 FEBRUARY 2010	
08:30 - 18:00	<p><b>PRE-SUMMIT RESEARCH COLLOQUIUM ON MEGA-EVENT SUSTAINABILITY</b></p> <p>Co-hosted by the School of Tourism and Hospitality, Faculty of Management, University of Johannesburg, and the Christel DeHaan Tourism and Travel Research Institute, Nottingham University</p>
08:00 - 18:30	<p><b>SUMMIT REGISTRATION</b></p>
19:00 - 22:00	<p><b>DINNER – “Africa and the world celebrate 2010”, in conjunction with Meetings Africa (South African Tourism) and CNN (international media partner)</b></p> <ul style="list-style-type: none"> <li>• Master of ceremonies: CNN International</li> <li>• Minister Marthinus van Schalkwyk to welcome guests</li> <li>• Goodwill message from Archbishop Desmond Tutu, Nobel laureate, on “The value of tourism and sport in bringing people together, advancing peace and promoting humanity”</li> </ul>

- Audiovisual presentation to celebrate Southern Africa's unique tourist attractions, and update on 2010 FIFA World Cup™
- Entertainment

## THURSDAY - 25 FEBRUARY 2010

08:30 - 09:30

### REGISTRATION AND REFRESHMENTS

10:00 - 10:45

### OFFICIAL OPENING

*Chair – Minister Marthinus van Schalkwyk*

#### Speakers:

- Minister Van Schalkwyk to do welcome, and introduce UNWTO Secretary General (SG)
- Opening remarks by Mr Taleb Rifai, United Nations World Tourism Organisation (UNWTO) SG
- Minister Van Schalkwyk to introduce President Jacob Zuma
- Keynote address by South African President, HE Mr Jacob Zuma (invited)

10:45 - 12:00

### PLENARY 1 – THE IMPORTANCE OF MEGA-EVENTS IN RELATION TO THE MILLENNIUM DEVELOPMENT GOALS

*Moderator – South African Minister*

- Prof Ian Goldin, Director: James Martin 21st Century School, University of Oxford
- Mr Liu Kezhi, Director-General of Marketing and International Cooperation, China National Tourism Administration
- Mr Fernando Sumbana, Minister of Tourism, Mozambique (tbc)
- Dr James Dawos Mamit, Deputy Minister of Tourism, Malaysia
- Mr Greg Clark, Chairman: Organisation for Economic Cooperation and Development (OECD) Local Economic and Employment Development (LEED) Forum on Development Agencies and Investment Strategies
- Mr George Dragnich, Executive Director: International Labour Organisation (ILO)

	<ul style="list-style-type: none"> <li>• Mr Theodore Oben, Chief: Sport and the Environment Unit, United Nations Environment Programme (UNEP)</li> </ul> <p>Plenary discussion</p>	
<p>12:00 - 13:30</p>	<p><b>PLENARY 2 – THE ECONOMIC IMPACTS OF MEGA-EVENTS: INTERNATIONAL CASE STUDIES</b></p> <p><i>Moderator – Prof. Geoffrey Lipman</i></p> <ul style="list-style-type: none"> <li>• Mr Jean-Claude Baumgarten, President and Chief Executive Officer (CEO): World Travel and Tourism Council</li> <li>• Mr Martin Ferguson, Minister for Resources, Energy and Tourism, Australia (tbc)</li> <li>• Mr Charm Lee, President: Korea Tourism Organisation</li> <li>• Mr HONG Hao, Director: Shanghai World Expo, China</li> <li>• Mr Paul Wilke, Global Corporate Relations, Visa Inc.</li> <li>• Prof Robert Baade, President: International Association of Sports Economists, Chicago</li> </ul> <p>Plenary discussion</p>	
<p><b>LUNCH</b> 13:30 - 15:00</p>	<p><b>Ministerial roundtable discussion chaired by UNWTO SG, Mr Taleb Rifai</b></p>	<p>Other delegates: Lunch and visit to Meetings Africa exhibition</p>
<p>15:00 - 17:00</p>	<p><b>PLENARY 3 – BEYOND ECONOMICS: SOCIAL AND ENVIRONMENTAL IMPACTS</b></p> <p><i>Moderator – CNN</i></p> <ul style="list-style-type: none"> <li>• Mr Jero Wacik, Minister of Culture and Tourism, Indonesia</li> <li>• Dr Dawie de Villiers, Chairperson: UNWTO Ethics Committee</li> </ul>	

- Prof Bernd Süßmuth/Prof Malte Heyne – “The contribution of the 2006 FIFA World Cup to German civic pride and integration”
- Dr Sasithara Pichaichannarong, Permanent Secretary: Ministry of Tourism and Sport, Thailand
- Prof. Leo Jago, Nottingham University (tbc)
- Prof. Geoffrey Lipman, Adviser to the UNWTO SG

Plenary discussion

17:30 - 18:00

Press conference

**FRIDAY - 26 FEBRUARY 2010**

08:30 - 09:00

**2010 WORLD CUP IN SOUTH AFRICA**

*Chair – Mr Jabu Mabuza, Chairperson of South African Tourism*

Keynote address by Mr Danny Jordaan, CEO: 2010 FIFA World Cup™ Local Organising Committee, South Africa

09:00 - 10:30

**PLENARY 4a – TOWARDS A FRAMEWORK THAT MAXIMISES THE BENEFITS OF HOSTING MEGA-EVENTS**

*Moderator – Mr Jabu Mabuza, Chairperson of South African Tourism*

**MEDIA, MARKETING AND NATION BRANDING**

- Nation branding: Mr Christopher Rodrigues, Chairman: Visit Britain
- Ms Thandiwe January-McLean, CEO: South African Tourism
- Leveraging media partnerships around mega-events: Ms Anita Mendiratta, CNN TASK
- The packaging of mega-events: Mr Gavin Tollman, Joint CEO: The Travel Corporation
- Mr Stephen A. Newton, Head: Google South Africa
- Using the internet and social media: Mr Frank McCosker, Microsoft

Plenary discussion

10:30–11:00	Tea / Coffee
11:00–12:30	<p><b>PLENARY 4b – TOWARDS A FRAMEWORK THAT MAXIMISES THE BENEFITS OF HOSTING MEGA-EVENTS</b></p> <p><i>Moderator – Mr Kim Norgaard, CNN</i></p> <p><b>BUSINESS, SPONSORSHIP, AIRLIFT AND REGIONAL INTEGRATION</b></p> <ul style="list-style-type: none"> <li>• The role of international airlines in people movement: Mr Chris Smyth, Acting CEO: South African Airways (SAA)</li> <li>• Prof Douglas Turco, Drexel University, Philadelphia</li> <li>• The role of low-cost airlines in people movement: Mr Nico Bezuidenhout, CEO: Mango airlines</li> <li>• Regional integration: Mr Francis Mfune, Executive Director: Regional Tourism Organisation of Southern Africa (RETOSA)</li> </ul> <p>Plenary discussion</p>
12:30 - 13:00	<p><b>PLENARY 5 – BRINGING IT ALL TOGETHER AND CHARTING THE WAY FORWARD</b></p> <p><i>Chair – Minister of Sport, South Africa</i></p> <ul style="list-style-type: none"> <li>• Summary of research colloquium: Prof Daneel van Lill</li> <li>• Minister of Tourism, South Africa</li> <li>• UNWTO SG</li> </ul>
13:00 - 14:00	Lunch and closure