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## **Tourism Investments and Economic Development in Europe**

### **Side conference – 70<sup>th</sup> meeting of the Commission for Europe**

### **9 April 2024 – Tirana, Albania**

#### **Preliminary Programme**

10:00 – 10:20	<b>Opening and Welcome Remarks</b> <ul style="list-style-type: none"><li>– Belinda Balluku Deputy Prime Minister and Minister of Infrastructure and Energy of Albania</li><li>– Mirela Kumbaro Furxhi, Minister of Tourism and Environment of Albania</li><li>– Zurab Pololikashvili, Secretary-General, UN Tourism</li></ul>
10:20 – 10:30	<b>Official hand-over ceremony of the guideline “Tourism Doing Business: Investing in Albania”</b>
10:30 – 10:45	<b>Keynote address: “Global Tourism Investment Trends and Opportunities”</b> <b>Presentation of the “Tourism Doing Business: Investing in Albania”</b> <ul style="list-style-type: none"><li>– Natalia Bayona, Executive Director, UN Tourism</li></ul>
10:45 – 11:45	<b>High-Level Panel: Accelerating tourism investments for positive change and for the benefit for all</b> <i>The session will explore how targeted investments can catalyse positive change within the tourism sector, driving economic growth, job creation, and infrastructure development.</i> <ul style="list-style-type: none"><li>– Speakers TBD</li></ul>
11:45 – 12:45	<b>Tourism investments in Albania: success stories and future prospects</b> <i>The session will showcase successful examples of collaboration between governments, private sector entities, investors in driving tourism investments and fostering a conducive investment environment.</i> <ul style="list-style-type: none"><li>– Speakers TBD</li></ul>
12:45 – 13:00	<b>Closing remarks</b> <ul style="list-style-type: none"><li>– Speakers TBD</li></ul>
13:15 – 15:00	<b>Lunch</b> <i>Location TBD</i>