

Ref: NPCA/UNWTO/TTA/2018

Call for Proposal - The UNWTO/NEPAD Tourism Tech Adventure: African Tourism Startups

Dear Startups,

The World Tourism Organization (UNWTO), jointly with The New Partnership for Africa's Development (NEPAD), is pleased to announce the **UNWTO/NEPAD Tourism Tech Adventure: African Tourism Startups**, an initiative dedicated to supporting the African startups that will lead the transformation of the tourism sector. The initiative will take place from 23 to 25 January 2019 in Madrid, Spain, with a pitching session taking place on 24 January 2019 during the 10th edition of the Tourism Investment and Business Forum for Africa (INVESTOUR), within the framework of the International Tourism and Trade Fair of Madrid – FITUR.

The 3-day initiative challenges African entrepreneurs and innovators to design innovative startups that will positively contribute to the facilitation of travel and tourism in their respective countries and in the region as a whole. Tourism in Africa has grown by 8.6% in 2017 and the number of startups and innovation hubs are increasing at an exponential rate, which offers an opportunity to attract regional and international investors and disrupt the tourism sector.

5 startups will receive sponsorship to learn, pitch and travel in one of the world's top tourism destinations and will gain exposure to the world's tourism leaders, investors, corporates, academia and supporting business partners.

Together, we can better foster the innovation of tourism products, improve tourism governance and maximize the benefits of the tourism sector in Africa, namely economic growth, job creation, sustainability and inclusivity!

You are invited to apply by clicking <https://www.nepad.org/work-with-us/opportunities> and fill in the application document before **30 November 2018** and to send it to (startups@nepad.org). Note that incomplete applications and applications or modifications received after the deadline will not be considered. Please find enclosed terms and conditions. For more information about Investour, visit the official website: <http://www2.unwto.org/es/node/50421>.

Sincerely,

Zurab Pololikashvili / Ibrahim Assane Mayaki