



Mr. Adam Wu  
Chief Operating Officer  
China Business Network

RPAF/IM/06/2018  
Madrid, 23 January 2018

Subject: IX Tourism Investment and Business Forum for Africa (INVESTOUR)

Dear Mr. Adam Wu,

On behalf of the World Tourism Organization (UNWTO), Casa África and the International Tourism Trade Fair (FITUR), we would like to sincerely thank you for honoring us with your presence in the ninth edition of the Tourism Investment and Business Forum for Africa (INVESTOUR) held on 18th January 2018 in Madrid, in the framework of the International Tourism Trade Fair of Madrid (FITUR).

We are pleased to inform you that this edition has been a great success. This year, we received over 400 participants from more than 40 countries of Africa and the world, including 28 African Ministers of Tourism and Heads of Delegation, as well as participants from China, France, Germany, Portugal, Spain, Netherlands, United Kingdom and USA among other countries. The event also benefited from the presence of the Secretary of State of Foreign Affairs of Spain, Mr. Ildefonso Castro.

INVESTOUR has once again provided the ideal platform to showcase African Tourism at FITUR, Madrid's International Tourism Trade Fair, for both the African tourism public and private sectors.

I would like to sincerely thank you for accepting our invitation to participate as panelist in the roundtable discussion on: **Brand Africa: Fostering tourism development and investment opportunities**, organized in the framework of INVESTOUR. Your participation was highly appreciated by all participants; the experiences you shared enriched the debate at this important event.

We look forward to your continuous support in our future events.

Yours sincerely,

Elcia Grandcourt  
Director of the Regional programme for Africa