



Middle East and North Africa Tourism and Development Conference **April 2-3, 2012**

The U.S. Chamber of Commerce is organizing a major, unprecedented Middle East and North Africa Tourism and Development Initiative to promote travel to the region. It will be launched at an inaugural conference in Washington, D.C. on April 2-3, 2012 and will involve high-level participation from regional governments; leaders from the hotel, airline, and cruise line industries as well as other parts of the tourism sector; the U.S. government; and experts in the region's environment, history and cultural heritage. As of now, we have confirmed participation from the Egypt, Morocco, Tunisia, Jordan, and Palestinian Authority ministers of Tourism, who are all bringing high-level business delegations to the conference. Below, please find a summary of planned conference sessions.

For more information about the conference, [please visit our website.](#)



[To register for the conference, please click here.](#)

Upcoming Delegations

U.S. Chamber of Commerce Business Delegation to Morocco March 20-22

The U.S. Chamber of Commerce is planning a high-level business delegation to Morocco March 20-22 to meet with senior Moroccan government officials and prominent private sector organizations. The mission will focus on the range of new and exciting business opportunities in Morocco, consistent with government's economic growth and investment priorities. It will begin in Casablanca to highlight industry developments then travel to Rabat to meet with government officials.

For more information and to register for the delegation, [please click here.](#)

U.S.-Israel Business Initiative Life Sciences Mission to Israel March 25-27

The Life Sciences Mission to Israel will include bilateral meetings with key government agencies, including the Ministry of Health, Ministry of Industry, Trade, and Labor, Ministry of Finance, Office of the Chief Scientist, and Offices of the Prime Minister and President. The Mission will participate



MIDDLE EAST AND NORTH AFRICA
TOURISM AND DEVELOPMENT INITIATIVE
U.S. CHAMBER OF COMMERCE

Conference Sessions to Include

- Oasis in the Desert: The Business Case for Sustainable Tourism in the Middle East and North Africa
- Understanding and Impacting the Travel Advisory Process
- Mass Branding: How to Rebrand the Middle East to the American Market
- Leadership Role of Women in Tourism Development
- Financing Tourism Infrastructure to Build National Corridors
- Building Local Supply Chains for Domestic Economic Growth
- Utilizing Religious Tourism for Development and Cultural Understanding
- Building Off of Cultural Heritage
- Ecotourism as a Catalyst for a Sustainable Economy

in tours of medical, biotech, and pharmaceutical facilities across the country and participate in roundtable discussions on key policy and programmatic issues with Israeli stakeholders. Organized in partnership with the Ministry of Industry, Trade, and Labor and the Office of the Chief Scientist, this delegation will be limited to 8-10 top executives.

For more information and to register for the delegation, [please click here](#).

- Roundtable Discussions on Regional Connections
- Roundtable Discussions on Sectoral Connections

To see our full tentative agenda, including invited speakers and guests, [please follow this link](#).



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