



Tourism, Sport & Mega Events
International Summit

Programme

24 - 26 February 2010
Johannesburg



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

Winning together

Johannesburg, 24 - 26 February 2010

AS AT 17 FEBRUARY 2010

WEDNESDAY - 24 FEBRUARY 2010

08:30 - 18:00

PRE-SUMMIT RESEARCH COLLOQUIUM ON MEGA-EVENT SUSTAINABILITY

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

08:00 - 18:30

SUMMIT REGISTRATION

19:00 - 22:00

DINNER – “Africa and the world celebrate 2010”, in conjunction with Meetings Africa (South African Tourism)

Master of ceremonies – Ms Tumi Makgabo

- Goodwill message from Archbishop Desmond Tutu, Nobel laureate
- Minister Marthinus van Schalkwyk to welcome guests
- Audiovisual presentation on the 2010 FIFA World Cup™
- Dr Danny Jordaan, Chief Executive Officer (CEO): 2010 FIFA World Cup™ Local Organising Committee ,South Africa
- Mr Jérôme Valcke, FIFA Secretary-General (SG)
- Entertainment by Gloria Bosman

THURSDAY - 25 FEBRUARY 2010

08:30 - 09:30

REGISTRATION AND REFRESHMENTS

10:00 - 10:45

OFFICIAL OPENING

- Welcoming remarks by Mr Gert Oosthuizen , Deputy Minister of Sport and Recreation, South Africa
- Opening remarks by Mr Taleb Rifai, SG: United Nations World Tourism Organisation (UNWTO)
- Address by Mr Marthinus van Schalkwyk, Minister of Tourism, South Africa
- Keynote address: South African President Jacob Zuma

10:45 - 12:00

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

Moderator – Ms Anitha Soni, Chairperson: International Marketing Council (IMC)

- Prof. Ian Goldin, Director: James Martin 21st Century School, University of Oxford
- Mr Sanjay Kothari, Additional Secretary – Tourism, India
- Mr Liu Kezhi, Director-General: Marketing and International Cooperation, China National Tourism Administration
- Mr Greg Clark, Chairman: OECD LEED (Organisation for Economic Cooperation and Development, Local Economic and Employment Development) Forum on Development Agencies and Investment Strategies
- Mr George Dragnich, Executive Director: International Labour Organisation (ILO)
- Mr Theodore Oben, Chief: Sport and the Environment Unit, United Nations Environment Programme (UNEP)

Plenary discussion

12:00 - 13:30

PLENARY 2 – THE ECONOMIC & SOCIAL IMPACTS OF MEGA-EVENTS: INTERNATIONAL CASE STUDIES

Moderator – Prof. Geoffrey Lipman, Adviser to the UNWTO SG

- Mr Jean-Claude Baumgarten, President and CEO: World Travel and Tourism Council (WTTC)
- Ms Jane Madden, Head of Tourism Division in the Department of Resources , Energy and Tourism
- Mr Carlos Silva, National Secretary of Tourism Policies, Brazil
- Mr Rajiv Kapoor, Visa Inc.
- Mr Geoff Buckley, Director: New Earth Tourism Pty Ltd and Sydney Urban Adventures
- Prof. Robert Baade, President: International Association of Sports Economists, Chicago

Plenary discussion

LUNCH
13:30 - 15:00

**Ministerial lunch, Bill
Gallagher Room; facilitated
discussion chaired by Mr
Taleb Rifai , UNWTO SG**

Summit delegates: Lunch and visit to
Meetings Africa exhibition

15:00 - 17:00

PLENARY 3 – BEYOND ECONOMICS

Moderator – Mr Márcio Favilla, Executive Director: UNWTO

- Dr Dawie de Villiers, Chairperson: UNWTO Ethics Committee
- Prof. Bernd Süßmuth, Department of Economics, University of Erlangen-Nürnberg
- Prof. Leo Jago, Nottingham University
- Prof. Geoffrey Lipman, Adviser to the UNWTO SG
- Prof. Kamilla Swart, Centre for Tourism Research in Africa, Cape Peninsula University of Technology (CPUT)

Plenary discussion

FRIDAY - 26 FEBRUARY 2010

08:30 - 10:30

**PLENARY 4a – TOWARDS A FRAMEWORK THAT MAXIMISES THE
BENEFITS OF HOSTING MEGA-EVENTS: *MEDIA, MARKETING AND***

NATION BRANDING

Moderator – Mr Jabu Mabuza, Chairperson of South African Tourism

- Mr Christopher Rodrigues, Chairman: Visit Britain
- Ms Roshene Singh, Chief Marketing Officer: South African Tourism
- Ms Anita Mendiratta, CNN TASK (Tourism Advertising Solutions and Knowledge)
- Mr Gavin Tollman, Joint CEO: The Travel Corporation
- Mr Andrew Pozniak, Google South Africa
- Mr Frank McCosker, Microsoft

Plenary discussion

10:30–11:00

Tea / Coffee

11:00–12:30

PLENARY 4b – TOWARDS A FRAMEWORK THAT MAXIMISES THE BENEFITS OF HOSTING MEGA-EVENTS: *BUSINESS, SPONSORSHIP, AIRLIFT AND REGIONAL INTEGRATION*

Moderator – Mr Kim Norgaard, CNN

- Mr Fernando Sumbana, Minister of Tourism, Mozambique
- Mr Chris Smyth, Acting CEO: South African Airways (SAA)
- Dr James Dawos Mamit, Deputy Minister of Tourism, Malaysia
- Dr David Sidenberg, Director: Sponsor Value Research Services, and Head: Strategic Consulting & Rights Structuring, BMI Sport Info
- Prof Douglas Turco, Drexel University, Philadelphia
- Mr Nico Bezuidenhout, CEO: Mango airlines
- Mr Francis Mfune, Executive Director: Regional Tourism Organisation of Southern Africa (RETOSA)

Plenary discussion

12:30 - 13:00

CLOSING – BRINGING IT ALL TOGETHER AND CHARTING THE WAY FORWARD

Chair – Mr VP Petersen , Director-General: Sport and Recreation South

Africa

- Summary of Research Colloquium: Prof Daneel van Lill, Director:
School of Tourism and Hospitality, University of Johannesburg
- Mr Gert Oosthuizen, Deputy Minister of Sport and Recreation, South
Africa
- Mr Taleb Rifai, UNWTO SG

13:00 - 14:00

Lunch