

**Topics of the 1st Arab Tourism Investment Forum
and**

The 5th International Investment Market Forum

From 28-30 April 2009

First day 28/4/2009:

18:00-19:00 Opening of the Forum

19:00-20:30 The first session (debate):

Courses of Arab tourism marketing to achieve a balance between supply and demand.

- Trends in the global tourism demand (analysis of demand).
- Inciting tourism demand (marketing, promotion, tourism products).

Second day 29/4/2009:

10:00-11:30 Opening of the exhibition of tourism projects

12:00-15:00 Second session (presentations):

Stimulating Arab tourism investment (the role of government institutions):

- Experiences of Arab States in tourism investment field.

19:00-21:00 Third session (debate):

Stimulating inter-Arab tourism investment (financial and funding policies and procedures):

- Banks' role.
- Private sector (investors' experiences)

30/4/2009:

10:00-12:00 Fourth session (debate):

Inter – Arab tourism investment and its impact on reducing risks:

- Encouraging inter – Arab tourism.
- Inter – Arab investment.
- Suggestions and recommendations.