

AFRICAN UNION

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## PRESS RELEASE

### CIDO CONDUCTS TOURISM MEETING WITH SKAL INTERNATIONAL



**April 7, 2017, Addis Ababa, Ethiopia** --- An initial exchange of information focusing on tourism was conducted between CIDO's leadership and Skal International at the headquarters of the AU on Friday, April 7 2017.

Delegations led by Ahmed El Basheer, Acting Director, CIDO (Civil Society and Diaspora) and David J. Fisher, Skal International President, met to share background on the structure, purposes, and long range plans of both organizations.

The highlight of the gathering was a comprehensive presentation on Agenda 2063, a 50-year strategic effort started by the African Union on its 50th anniversary which delineates plans to bring Africa into a position as an integrated, prosperous, and peaceful continent through social and economic development.

Significant elements within Agenda 2063, which will highlight the centennial year of the African Union, are tied to economic and social growth through tourism.

“The African Union is looking for partners to help us increase tourism to Africa beyond its tiny three percent (3%) of global market share“, said Acting CIDO Director El Basheer. “We are happy to receive input from Skal International on how our strategies to do so will work in the travel marketplace.”



The African Union Agenda 2063 includes visions and strategies to strengthen tourism on the national, regional, and continental levels, including partnerships, financing, sustainable economic development, diaspora involvement, and other initiatives to make Africa a preferred travel destination.

In his words, Skal International President David Fisher said, “Skal International supports the goals of Agenda 2063 and the African Union’s approach to achieving them. It would be a perfect opportunity to use the

expertise and global market savvy of our Skal members to see Agenda 2063 become a huge success story with tourism leading the way”.

Skal International with over 14,000 travel industry leaders as members in more than 80 countries, has global market contacts and industry knowledge in all aspects of travel to support the goals of the African Union and generate groups of local leaders throughout the continent to support the tourism strategy of Agenda 2063.

**For more information, please contact:**

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