



IN PARTNERSHIP WITH MINISTRY OF ENVIRONMENT AND TOURISM, BOTSWANA

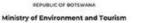
Cocktail

23RD APRIL 2025 1800 HOURS

VENUE: SEDIA HOTEL

DREES CODE: SMART CASUAL











DIRECTOR OF CEREMONIES:

| 07:30 - 08:00 | Registration: All to be seated by 08:00 Time consciousness |
|---------------|--|
| 08:15 - 08:25 | Arrival of the President of Botswana |
| 08:25 - 08:30 | National Anthem |
| 08:30 - 08:33 | Opening Prayer Reverend/Pastor |
| 08:33 - 08:35 | Introduction of dignitaries District Commissioner, North West District |
| 08:35 - 0845 | Welcome Remarks Ms Kealetile Moremi |
| 08:45 - 08:55 | Remarks by HATAB Chairman Joe Motse |
| 08:55 - 09:00 | Remarks by Minister of Environment & Tourism Remarks Mr Wynter Boipuso Mmolotsi |
| 09:00 - 09:25 | Official Opening Advocate Duma Gideon Boko - President |
| 09:25- 09:30 | Vote of Thank s Keletso Bogatsu, Vice Chair, HATAB Board |
| 09:30 - 09:50 | Botswana's Emerging Economic Reality: Whither Tourism? Sayed Timuno Director of Research, Ministry of Finance |
| | ▼ The economy - recent developments and near term prospects |
| | Tourism in the national economy: Is it contributing enough? Is it sufficiently recognised The big policy & strategy questions – What are the priority issues for reform? |
| 09:50 - 10:00 | Discussants: Keith Jefferis, Econsult P Kebakile BIDPA Mpho Raboloko, BTO |
| 10:00 - 10:10 | Comments, Questions and Answers |
| 10:10 - 10:40 | Tour of Exhibition Stalls President Boko , Cabinet Ministers and Invited Guests |



SESSION 2: INDUSTRY OVERVIEW/PERSPECTIVE

DIRECTOR OF CEREMONIES:

| 10:40 - 10:50 | Update on the 2024 Conference Resolutions Lily Rakorong Chief Executive Officer, HATAB |
|---------------|---|
| | What has been done?What was not done? Why? |
| 10:50 - 11:10 | Botswana's Tourism Development Strategy: Has it Served Us Well? B. Modukanele, Permanent Secretary |
| | Strategic thrusts, objectives and initiatives Implementation and performance Lessons from experience Tourist arrivals Tourism earnings Investment & diversification Sub-sector performance Emerging activities Key challenges Recommendations Comments, Questions & Answers |
| 11:10 - 11:20 | Comments, Questions & Answers- |
| 11:20 - 11:40 | Stakeholder Perspectives - Round Table Discussion - N. Shumba, Hospitality & MICE Tshepang Botana, Safari Destinatinations |
| | What works well What does not work well Emerging opportunities Challenges What should be done? |
| 11:40 - 11:50 | Comments, Questions and Answers |



DIRECTOR OF CEREMONIES:

| 12:10 -12:20 | Comments, Questions & Answers |
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| 12:20 -12:50 | Towards an enabling Regulatory Framework for Botswana Tourism Hon Maele Perspective (TBC) Hon Mokgware MLHA perspective Hon Ntsima, MTI Perspective Chairman NWDC, Local Authority Perspective |
| | Overview of regulatory instruments |
| | Concesions Immigration, labour and skills Licensing and regulation of trade Bye Laws Key Challenges |
| | |
| 12:50 -13:00 | Comments, Questions & Answers |
| 13:00 - 13:20 | Country Experiences South African Tourism Board Nambia |
| 13:20 - 13:30 | Comments, Questions & Answers |
| | LUNCH BREAK |
| 14:30:14:55 | Tourism Statistics and Tourism in the System of National Accounts S K Makhumalo - Acting Deputy Statistician General , Statistics Botswana |
| | Why tourism statistics matter Sources of tourism data Accounting for the contribution of tourism to the economy Recommendations |
| 14:55-15:05 | Comments, Questions & Answers |
| 15:05 - 15:25 | Diversifying the Botswana Tourism Product and maximising Linkages J. Gibson, Chobe Holdings K. Vincent, Wilderness Safaris Derek Joubert – Great Plains |
| | Product Diversification Diversifying Source Markets Maximising Sectoral Linkages Marketing Botswana Tourism |
| 15:25 - 15:35 | Comments, Questions & Answers |
| | |

SESSION 4: POLICY AND STRATEGY

DIRECTOR OF CEREMONIES:

| 15:50 - 16:05 | Faciltating Investment in Tourism K. Olebile: BITC |
|---------------|--|
| | What are the drivers of investment in general and tourism in particular in Botswana? Creating a conducive Environment Skills development Recommentations for Investment promotion |
| 16:05 - 16:25 | Comments, Questions & Answers |
| 16:25:16:50 | Tourism Infrastructure and Skills Development B. Mosinyi, CAAB D. Rasbash, Independent Consultant A. Segobye: HRDC Babuya Sikh BNPC |
| | Key service gaps Skills development Recommendations |
| 16:50 - 17:10 | Comments, Questions & Answers |
| 19:30 | DINNER |



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24TH APRIL 2025 **1800 HOURS**

VENUE: CRESTA MAUN THEME: A NIGHT OF ELEGANCE

AIRLINE | AIR CHATER | CAMPS & LODGES | CONSERVATION & WILDLIFE MANAGEMENT | HOTELS | MOBILE OPERATORS | SERVICES | TOUR OPERATORS













SESSION 5:

SUSTAINABILTY AND COMMUNITY PARTICIPATION

DIRECTOR OF CEREMONIES:

| 08:00-08:15 | Hon Mokgware MLHA perspective Facilitation of visa |
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| 08:15-08:35 | Comments, Questions and Answers |
| 08:35-08:50 | Integrating Environmental Sustainability into Tourism Development D. Kadiwa, Great Plains |
| | Why environmental sustainability? Key sustaibaility issues Management of tourism assets Recommendations for Reform |
| 08:50 -09:10 | Comments, Questions & Answers |
| 09:10 - 09:20 | Managing Parks and Game Reserves - conservation, development and revenue maximisation South African Parks Board S. Ndzinge, taShebube |
| | Best practice Models for managing tourism assets |
| 09:20 - 09:30 | Comments, Questions & Answers |
| 09:30 - 09:45 | Equtable Benefit Sharing and Community Participation J. Matome, Wilderness Safaris |
| | Community engagement Rationale Best practice models benefit sharing Recommendations |
| 09:45 - 10:00 | Comments, Questions and Answers |
| | HEALTH BREAK |
| | SESSION 6: DIGITAL TECHNOLOGIES ANDTOURISM DEVELOPMENT |
| | DIRECTOR OF CEREMONIES: DONALD SEBERANE |
| 10:00-10:15 | Leveraging digital technolgies to build a customer centric tourism industry Business Botswana |
| | Rationale for digital technologies Available digital technologies Impact areas for digital technologies Recommendations |
| 10:15 -10:30 | Comments, Questions and Answers |
| 10:30-10:45 | Conference Resolutions |
| 10:45 -11:00 | Closing and Conference Adjournment N. Nwako, President, Business Botswana |



