Early Warning System

IFC-602699

Inv W AF Tourism

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Quick Facts

Financial Institutions	International Finance Corporation (IFC)
Status	Active
Bank Risk Rating	U
Voting Date	2018-05-04
Sectors	Industry and Trade
Investment Type(s)	Advisory Services
Investment Amount (USD)	$ 1.90 million
Project Cost (USD)	$ 1.90 million

Project Description

This project has three components. .

Component 1: Expansion of new markets for investment

1. Identify the right market(s): Map out all current and potential market segments, select/prioritize one/two that are seeing most growth, whose needs are currently unmet, and where the beneficiaries countries are competitive, and yields are high;

2. Identify the right destination(s): Based on market segments selected (e.g. regional family/youth resort market) – select best destination to grow into this identity (access, pricing, readiness, supply, features, ongoing/planned infrastructure developments);

3. Assess destination for readiness: Taking prime destination (and possibly one back-up), assess what needs to be done to develop destination and secure investments, develop practical recommendations to prepare the destination for investment;

4. Support program to enhance destination readiness for investment: Design and implement solutions based on recommendations in 3;

5. Map, prioritize, plan, prepare and profile individual investment opportunities that fit the needs of market and destination (demand/supply);

6. Secure investment(s): Support the government to take opportunities to market through targeted promotion to qualified investors, support with transactional advice if necessary.

Component 2: Deepening of existing markets for investment and inclusivity

This component will be carried out together with the Ministry of Tourism, the Ministry of Commerce, Crafts and Promotion of SMEs, and a number of lead firms in the tourism business value chain. The following are likely activities to be confirmed upon completing activity (a).

a. Establish lead firm partnerships and complete demand and supply opportunity assessment Undertake an analysis for increasing the participation of local employment and enterprises (local content) in the business tourism segment in the beneficiaries countries.

b. Supplier upgrading support
Provide high-potential category local supplier individuals or firms, particularly women-owned, with necessary support and technical assistance to overcome the barriers to competitive participation in the supply chain and wider value chain.

c. Investment promotion for firms in the supply chain
This activity will focus on identifying, packaging and promoting investment opportunities in the ‘high-potential’ categories of the supply chain. Investment may be domestic or foreign as long as they operate locally and therefore provide local jobs, incomes, and contribute to the development of local content in the supply chain.

d. Policy and regulatory reform
This activity will address and reform and national level policies and regulations that are constraining local participation in the business tourism value and supply chains.

e. Technological solutions to local content development
If confirmed through activity (a), the program will test an online marketplace where suppliers and buyers can cooperate to place or supply orders (overcoming some of the challenges of scale and transport cost) and find information, prices and reviews on potential suppliers or purchasers.

Investment Description

- International Finance Corporation (IFC)

Contact Information

No contact information provided at the time of disclosure

ACCOUNTABILITY MECHANISM OF IFC

The Compliance Advisor Ombudsman (CAO) is the independent complaint mechanism and fact-finding body for people who believe they are likely to be, or have been, adversely affected by an IFC or MIGA- financed project. If you submit a complaint to the CAO, they may assist you in resolving a dispute with the company and/or investigate to assess whether the IFC is following its own policies and procedures for preventing harm to people or the environment. If you want to submit a complaint electronically, you can email the CAO at CAO@worldbankgroup.org. You can learn more about the CAO and how to file a complaint at http://www.cao-ombudsman.org/

Bank Documents

- Project Information