



24 – 27 September 2026
Hilton Riverside, New Orleans, USA

Where African Momentum Meets America’s Markets

PROGRAMME

DAY 1 — Thursday, 24 September 2026

TIME	AGENDA	VENUE
08:00 - 09:00	REGISTRATION / COFFEE / TEA	Plenary Hall
09:00 - 09:10	WELCOME AND INTRODUCTIONS:	
09:15 - 09:30	WELCOME ADDRESS:	
09:30 - 10:00	OPENING ADDRESS: <i>Global Shifts, African Momentum</i>	
10:00 - 10:30	KEYNOTE ADDRESS: <i>AfCFTA and the New Era of Borderless Opportunity Across Africa</i>	
10:30 - 11:15	PANEL DISCUSSION 1: <i>Africa’s Growth Corridors: Tourism, Creative Industries & High-Impact Investment</i>	
11:15 – 11:30	TEA / COFFEE BREAK	
11:30 – 12:00	Destination Investment Opportunity Portfolio	Plenary Hall TBA
12:00 – 12:30	Destination Investment Opportunity Portfolio	
12:30 – 13:00	Destination Investment Opportunity Portfolio	
13:00 - 13:50	LUNCH	
	DESTINATION INVESTMENT OPPORTUNITY SHOWCASES	
14:00 – 14:30	Destination Investment Opportunity Portfolio	
14:30 - 15:15	PANEL DISCUSSION 3: <i>The Digital Dividend: Investing in Africa’s Travel, Tourism & Fintech Revolution</i>	
15:30 – 16:00	Tech Start Up Showcases	
16:15 - 17:00	BUSINESS EXCHANGE MEETINGS	
17:30 - 19:30	WELCOME COCKTAIL	



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DAY 2 — Friday, 25 September 2026

TIME	AGENDA	VENUE	
08:00 09:00	REGISTRATION / COFFEE / TEA		
09:00 09:30	WELCOME ADDRESS:		
09:30 - 10:20	PANEL DISCUSSION 4: <i>Competing for Productions: How Destinations Strengthen Their Film, TV & Tourism Value Proposition</i>		
10:25 - 10:55	INSIGHTFUL TALK ON AFRICA’S UNTAPPED SCREEN BOOM <i>Closing the Demand–Supply Gap: Investing in Africa’s High-Growth Storytelling Market</i>		
11:00 - 11:15	TEA / COFFEE BREAK		
11:15 – 12:00	PANEL DISCUSSION 5: <i>Creators, Capital & Code the New Production Power Shift</i>	Plenary Hall	
12:00 – 12:30	PRESENTATION <i>Heritage as Capital: Unlocking Cultural Assets for Destination Growth</i>		
12:30 – 13:00	FIRESIDE CHAT: <i>The Destination Value Chain: How Tourism, Film, MICE and Events Converge to Drive Inclusive Growth</i>		
13:00 – 13:45	LUNCH		
14:00 – 16:00	BUSINESS EXCHANGE MEETINGS		Break Aways Rooms
	Tourism & Hospitality	Film & TV	
	Green Economy	MICE	
	Real Estate & Property Development	Heritage & Cultural Investment Corridors	
14:00 14:30	CLOSING ADDRESS	Plenary Hall	
17:00 – 19:00	COCKTAIL / GALA DINNER	TBA	
20:00 – 22:00	IAF CONCERT	TBA	



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DAY 3 — Saturday, 26 September 2026

TIME	AGENDA	VENUE
09:00 – 13:00	SITE VISITS – CITY OF NEW ORLEANS	

DAY 4 — Sunday, 27 September 2026

TIME	AGENDA	VENUE
09:00 - 17:00	INTERNATIONAL ARTS FESTIVAL WORLD TOURISM DAY NETWORKING COCKTAIL	