

CHAIRMEN & SPEAKERS

MOSSADECK BALLY, Chief Executive Officer

AZALAI Group

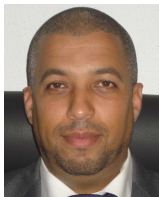


Mr. Mossadeck Bally is the Founder and Chairman of the Azalai Hotels Group, a leading private hotel chain Group in the West African Region. He began his career experience in 1985 as the Chief Financial Officer of his family's trading company, and before long became its Chief Executive Officer. Mr. Bally commenced his foray into the African hospitality industry with an initial focus on his home country, Mali. In 1994 he established the special purpose vehicle, "Société Malienne de Promotion Hôtelière (SMPH)" to effect the acquisition of the first hotel of the future Azalai Hotels Group through the State privatization of the mythical "Grand Hôtel de Bamako". In 2000, he built on the strong reputation on the service quality and management of its premier hotel to build the Salam Hotel, and enter into a management agreement for Hotel Nord Sud, both based in Bamako. In 2005, Mr. Bally consolidated the activities of the various properties under a common brand ("Azalai Hotels"), and formally launched the Group's expansion strategy in the UEMOA region. Under Mr. Bally's leadership,

the Azalai Hotels Group expanded to Burkina Faso in 2004 through the acquisition of Hotel Independence; Guinea Bissau in 2007 (Hotel 24 de Setembro), and more recently to Benin (Hotel de la Plage). M. Bally holds a Bachelors in Business Administration from the University of San Francisco, in California.

RACHID JDIDI, Head of Department, Strategy and Cooperation Department

Ministry of Tourism and Handicrafts of the Kingdom of Morocco



Graduated from Ecole Polytechnique (Paris), Ecole Supélec, (Paris) and M.Sc n Finance. More than 15 years experience in international investment banking (project finance / private equity advisory / business development activity) & investment management corporations.

JULIUS KANGOGO KIPNG'ETICH, Director

Kenya Wildlife Service



Julius Kangogo Kipng'etich joined KWS as the Director in December 2004. Before this, he was the Managing Director of The Investment Promotion Council. Kip, as he prefers to be called, is an ardent believer in continuous improvement. His tenure at KWS has seen him transform the Government Parastatal into a serious business outfit. In a bid to ensure World Class Parks, Kip has greatly improved the Management of our Parks, while giving Conservation a strong scientific approach. These measures have resulted to safer and more pleasurable experiences within our Wildlife Protected Areas and has lead KWS to Leadership. A Starehe Boys' Alumnus, Kip has over 17 years experience in Business Process Re-engineering and Change Management. He was Director of the Student Welfare Authority, University of Nairobi, where he also lectured in the Department of Management Science. He is a member of the Kenya Tourist Board, and serves on the Boards of Kenya

Forest Service, Equity Bank, Police Oversight Board, He is a leading member of the Mau Task Force, and the Steering Committee for the Marketing of Kenya Stadia. He is also the Patron of AISEC – University of Nairobi.

GREGORY LANTER, Development Director

Club Méditerranée S.A



Gregory Lanter graduated from the Paris HEC Business School and joined Club Méditerranée in 2004 as Regional Development Director. After having restructured the Club's assets in Senegal and Morocco, and set up villages in the Middle East and on Mauritius Island, he became Development Director in 2009. Since then, he has been contributing to the Club's strategy to go high-end by refurbishing existing villages – the case in Sicily and Morocco – and launching new villages in France and China.

SANTOSHKUMAR A. VASUDEVAN, Principal Investment Officer

IFC



Santoshkumar A. Vasudevan, Principal Investment Officer with IFC's Middle East, North Africa and Southern Europe Department is based in Cairo, Egypt, which is the regional head office for IFC in MENA. In his current role, Santoshkumar leads business development of IFC's Manufacturing, Agribusiness and Consumer Services investments in the region. He has an extensive experience of over 14 years working in Latin America and Middle East in his career with IFC. Santoshkumar has an MS (Finance) from George Washington University and an MBA from India.

JONATHAN MITCHELL, Economist

Overseas Development Institute



Over twenty years experience as an Economist and Planner working mainly in Europe, Africa and South East Asia. Currently managing expanding and successful Tourism Programme and Protected Livelihoods and Agricultural Growth Programmes at the Overseas Development Institute. Acting Director of Programmes for the Rural Policy and Governance Group. Management of a portfolio of local economic development Programmes in South Africa for four years with a capital value of EUR 100 M. Responsibilities included technical design of local economic development projects, technical monitoring and contracting and financial compliance. Significant experience of managing large research projects and teams. Development Economist in the Premier's Office for one of South Africa's fastest growing provinces in the postapartheid era for four years. Provided technical support for the Maputo Development Corridor, a crossborder initiative that links South Africa with Mozambique. Corporate and pricing policy development experience in the Water and Sanitation Authority in Lesotho for nearly three years to initiate a ten year programme of investment in the periurban areas, commercialisation of the Authority and improving access to water and sanitation services for the urban poor.

LUIS MONREAL, General Manager

Aga Khan Trust for Culture



Luis Monreal is the General Manager of the Aga Khan Trust for Culture, Geneva (Switzerland). He is a conservation specialist, art historian and archeologist. He has held positions in many institutions: Curator Barcelona Museums (1965-1974), Secretary General of the International Council of Museums ICOM (1974-1985); Director of the Getty Conservation Institute (Los Angeles, 1985-1990); Director General, 'La Caixa' Foundation (Barcelona, 1990-2001); and was a member of various archeological missions in Nubia, Sudan, Egypt and Morocco. He is the author of several books and numerous articles on art and archeology. He is a board member of the Gala-Salvador Dali Foundation (Spain), a member of the Royal Academy of Fine Arts (Barcelona, Spain), Commandeur de l'Ordre des Arts et des Lettres (France) and Gran Cruz de Isabel la Católica (Spain).

MOUNIR NEAMATALLA, Founder

Environmental Quality International (EQI)

Creator, Siwa Sustainable Development Initiative



Mounir Neamatalla is a man who is passionate about his dreams, pursuing them with single-minded devotion until they become reality. He started his professional life driven by a mission to succeed in creating environmentally and socially sensitive enterprises. The result was Environmental Quality International (EQI), the first consulting enterprise of its nature in the Middle East and North Africa region, founded in 1981. Fifteen years later, at the peak of EQI's consulting practice, Mounir took a new direction that led him to the remote Oasis of Siwa. One of the world's last surviving oases. Siwa had been isolated for centuries and was facing serious economic challenges.

MICHAEL OPONDO, Regional Marketing and Sales Director

TPS East Africa, Serena Hotels



Michael Opondo joined Tourism Promotion Services in February 2008 as Regional Sales & Marketing Director, bringing with him many years of leadership experience with blue-chip marketing organizations internationally. He has over 15 years experience with management of brands in over 40 countries across Africa and many more in Europe and North America in senior marketing management positions. His experience has been with organisations such as Ogilvy & Mather, The Coca-Cola Company, the Kenya Tourist Board and the Government of Kenya. His experience in the tourism industry has been marked by contributions to some of the industry's key achievements in East Africa of recent years. As the Director of Marketing and Deputy to the Managing Director at the Kenya Tourist Board from 2004 through 2007 he led the country's tourism marketing function in the recovery period from the Kenya tourism crisis of the early millennium: Over his tenure the country achieved unprecedented growth in tourism sector earnings of over 135%. He was also Kenya's Vision 2030 tourism sector team leader, in the development of Kenya's Vision 2030 economic blueprint plan that will guide Kenya's economy from 2008 to 2030 and transform the country into a middle income and prosperous country.

FREDERIC PIERRET, Executive Director

World Tourism Organization (UNWTO)



Currently Executive Director at the World Tourism Organization (UNWTO), a UN agency dedicated to tourism, based in Madrid, Spain. Before joining UNWTO, was Director of Tourism in the French Tourist Administration (2005-2007). In this role, oversaw projects including: creating new standards for accommodation, tourism municipalities, and tourism air transportation in France; reforming legislation on the protection of tourists as consumers; developing, promoting and implementing a new system of quality standards in tourism services reforming legislation on town planning of mountain tourism resorts.

While working as French Director of Tourism, simultaneously represented France to UNWTO Chairman of the UNWTO Working Group on Risk Assessment and Crisis Management. From 2007 to 2009, worked as a UNWTO consultant for the preparation of an assessment system for tourism destinations and, concurrently, designed new electronic tools for destination promotion. Between 1984 and 2004 served at the French Interior Ministry in various Secretary-General posts.

This included work in the South of France to improve tourism management and town planning. From 1989-1992 worked in the French financial organization, Caisse des Dépôts. A French national, graduated from the French National Administration School

SAMIH SAWIRIS, Chief Executive Director

Orascom Hotels & Development



Samih Sawiris was born in Cairo on the 28th of January 1957 as the middle son among three sons of Onsi Sawiris, founder and president of Orascom conglomerate in Egypt. He graduated from the Technical University of Berlin with a Diploma in Economic Engineering in 1980.

Samih Sawiris is the Chairman & CEO of Orascom Development Holding (ODH), a newly established Swiss-incorporated company. ODH made a tender offer in April 2008 to acquire 100% of Orascom Hotels and Development (OHD) and succeeded in being listed on the Swiss Stock Exchange as well as on the Cairo and Alexandria Stock Exchanges. ODH develops, constructs and manages fully integrated touristic towns. With the development of El Gouna town on the Red Sea in 1989, which eventually has become ODH flagship with its modern arabesque architecture & unique interior design. It holds

15 hotels, managed by OHD's brands and international hotels chains such as Moevenpick, Sheraton, and Club Med. It also encompasses numerous restaurants, discos, pubs, shopping arcades, more than 10 km of beaches, various water & land-sport facilities, its own luxurious marina, an international school, a hospital and an airport. El Gouna was awarded four "Green Globe 21" granted by the World Travel & Tourism Council, certificates for its admirable respect of environmental principles. Samih started to internationally expand. ODH runs Taba Heights, its second integrated town located on the Gulf of Aqaba (Sinai, Egypt) and Tala Bay Aqaba Resort in Jordan and "The Cove" Resort, on the Persian Gulf Coast in Ras Al Kheima (United Arab Emirates). Furthermore, ODH tourism resorts under development are located on the Gulf of Oman: Sifah, Salalah, EL Soda Island and City Complex in Muscat. Additionally, a very rare permission from the Swiss government was granted to Mr. Samih to develop a luxury resort in Alpine Village of Andermatt. ODH is the first company, in the Swiss history, to be granted exemptions from "Lex Koller" regulations, which relates to the restriction of non-residents to own land/real estate in Switzerland. ODH also started to develop a tourism Resort in Montenegro.

Samih has managed to develop a low income housing project in Egypt whose target is to offer affordable housing units all across Egypt. This type of project started to expand internationally as well. In addition, Samih is a Board Member of Guggenheim Museum. The mission of Guggenheim Foundation is to promote the understanding and appreciation of art, architecture, and other manifestations of visual culture. Last but not least, Samih is a member of Sawiris Foundation which was founded in April 2001, with an endowment from the Sawiris family. It constitutes the first family foundation dedicated to social development in Egypt and provides grants to fund projects implemented by partners.