

# Federation BiH Tourism Development Strategy 2021 - 2027 Kickoff Meeting

07.07.2021. | SARAJEVO

## Agenda

- 10:30 - 11:00** ● **Media statements:**
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- Fadil Novalić, Prime Minister, Federation of Bosnia and Herzegovina  
Edita Đapo, Minister, Federal Ministry of Environment and Tourism  
Marko Šantić, President, Chamber of Economy of Federation BiH
- 11:00 - 11:10** ● **Welcome speech by Fadil Novalić, Prime Minister, Federation of Bosnia and Herzegovina**
- 11:10 - 11:20** ● **Introductory speech by Edita Đapo, Minister, Federal Ministry of Environment and Tourism**
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- Announcing FBiH tourism development strategy
  - Review of the past period
  - A new approach to strategy development in line with changes and market needs, emphasizing the importance of a strong participation of all cantons, and private sector involvement
  - Introduction of vision and mission
- 11:20 - 11:30** ● **Introduction by Marko Šantić, President, Chamber of Economy of Federation BiH**
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- The importance of public-private partnerships in the process of formulating the tourism strategy of FBiH and future coordination
  - Introduction of Tourism Competitiveness Council model
- 11:30 - 11:40** ● **Presentation by Ibrahim Osta, Chief of Party, USAID Developing Sustainable Tourism in Bosnia and Herzegovina (Turizam)**
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- Adapting to the requirements of the tourism market
  - Explanation of approach to strategy development
- 11:40 - 12:40** ● **Panel discussion - Federal Minister Edita Đapo with cantonal prime ministers**
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- Overview of the most important development priorities in sustainable tourism of each canton
- 12:40 - 13:00** ● **Focus Groups Announcement – USAID Turizam Team**
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- Announcement of locations for focus group sessions throughout FBiH
- 13:00** ● **Launch**