



USAID
FROM THE AMERICAN PEOPLE

DEVELOPING SUSTAINABLE TOURISM
IN BOSNIA AND HERZEGOVINA (TURIZAM)



Sarajevo Business Forum

17-18 May 2023



USAID DEVELOPING SUSTAINABLE TOURISM IN BOSNIA AND HERZEGOVINA (TURIZAM)

&

SARAJEVO BUSINESS FORUM

Present

RESILIENCE AND INNOVATION: DRIVING TOURISM INVESTMENT & GROWTH



HILLS HOTEL
AND
CONGRESS CENTRE
SARAJEVO



THURSDAY
MAY 18 / 2023
10:00 - 14:00



BOSNIA AND HERZEGOVINA ONE OF THE FASTEST GROWING DESTINATIONS IN THE WORLD!

Bosnia
and
Herzegovina



Bosnia and Herzegovina was the second fastest growing tourism destination in the world pre-COVID, while in 2022/23, it has regained much of its pre-pandemic arrivals. The country is situated close to many of the world's most important outbound tourism markets, such as the high spending German market, the European Union in general, and within a short flight from the United Kingdom, Turkey and the Middle East region.

Bosnia and Herzegovina is also popular with travelers from Asia and the Far East, and with faith-based travelers, including, among others, Catholic pilgrims attracted by Međugorje and the Franciscan heritage, and by Muslim visitors attracted by the prevalence of halal tourism options. Bosnia and Herzegovina boasts diverse assets ranging from UNESCO World Heritage

Sites to mountainous terrain that is a haven for ski and winter tourism and for summer retreats. The country's rivers are world renowned and have hosted the World Rafting Championship in 2022.

The rich and diverse nature and cultural assets, proximity to key global tourism markets and the largely untouched nature, make Bosnia and Herzegovina prime for tourism investments in hotels, resorts, conference facilities and entertainment complexes.

The panel *Resilience and Innovation: Driving Tourism Investment & Growth* will explore international best practices and consider local initiatives that will drive growth and development in Bosnia and Herzegovina and the wider Balkan region.

ABOUT

USAID DEVELOPING SUSTAINABLE TOURISM IN BOSNIA & HERZEGOVINA (TURIZAM)

USAID Turizam is working to fuel broad-based tourism-driven economic growth by capitalizing on Bosnia and Herzegovina's (BiH) rich cultural heritage and distinctive nature. It is engaged in supporting the BiH tourism industry to capitalize on new market opportunities and build resilience against market risks, setting it on a robust growth trajectory toward a sustainable tourism economy.

A dynamic industry-driven approach is being implemented to enable BiH to communicate its attractiveness as a destination with a distinctive country brand which is sought year-round by higher spending visitors. The project is working to creatively drive visitation to rural areas and magnify the value of traditional agricultural products and traditions.

Jointly implemented with a diversity of local partners, USAID Turizam is fostering collaboration among all levels of government and industry and community stakeholders, to improve capacities and investment returns. To achieve long-term economic growth, all activities begin with sustainability planning and putting people first in all initiatives.



Our activities include:



The Most Beautiful Villages of
Bosnia and Herzegovina



TREBINJE WINS
GLOBAL RECOGNITION
AS SUSTAINABLE
DESTINATION



AVIATION ROUTES
BETWEEN BOSNIA
AND HERZEGOVINA
AND GLOBAL HUBS

BOSNIA AND
HERZEGOVINA
TRAVEL AGENT
ACADEMY



BOSNIA AND HERZEGOVINA
#THE MOST EXCITING
DESTINATION
IN THE WORLD



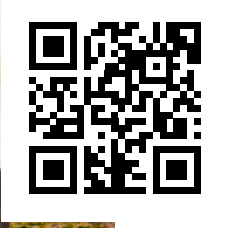
**EXCITING
ITINERARIES
AROUND SARAJEVO
AND MOSTAR**



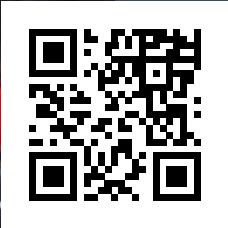
**CONNECT
WITH A STRONG
NETWORK OF DMCs
IN BOSNIA AND
HERZEGOVINA**



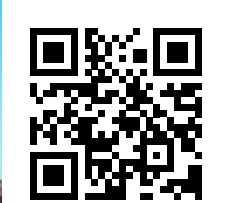
**HALAL TOURISM:
EMERGING SEGMENT
IN THE BOSNIA AND
HERZEGOVINA TOURISM
SECTOR**



**INCLUSIVE TOURISM IN
BOSNIA AND
HERZEGOVINA**



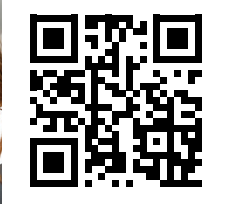
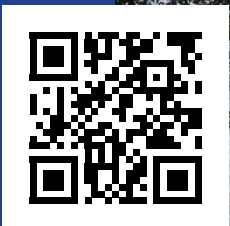
**BUILDING EXCELLENCE
IN TOURISM EDUCATION
WITH UNWTO TEDQUAL
CERTIFICATION**



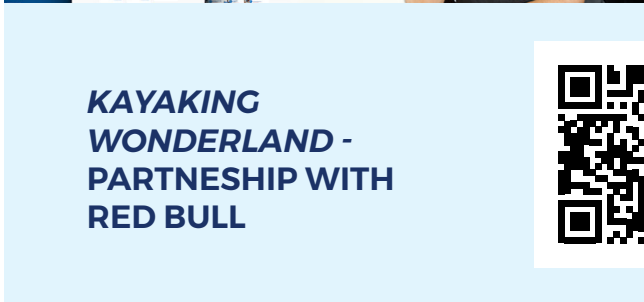
PROMOTING BOSNIA AND HERZEGOVINA THROUGH TRIPADVISOR



DEVELOPING BOSNIA AND HERZEGOVINA AS A LEADING ADVENTURE TOURISM DESTINATION



ADVANCE YOUR SKILLS AT THE ONLINE TURIZAM ACADEMY



KAYAKING WONDERLAND - PARTNESHIP WITH RED BULL



FACILITATING ACCESS TO FINANCE IN TOURISM SECTOR

THE MOST EXCITING DESTINATION IN THE WORLD





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DEVELOPING SUSTAINABLE TOURISM
IN BOSNIA AND HERZEGOVINA (TURIZAM)

Sarajevo Business Forum

17-18 May 2023



AGENDA & SPEAKER PROFILES

**RESILIENCE AND INNOVATION:
DRIVING TOURISM INVESTMENT
& GROWTH**



THURSDAY
MAY 18 / 2023
10:00 - 14:00

SARAJEVO BUSINESS FORUM

RESILIENCE AND INNOVATION: DRIVING TOURISM INVESTMENT & GROWTH



Implemented by USAID Developing Sustainable Tourism in
Bosnia & Herzegovina (Turizam) and Sarajevo Business Forum

SESSION 1

REPUTATION, REPUTATION, REPUTATION: THE POWER OF BRAND AS A CATALYST TO ATTRACTING INVESTMENTS

Abstract: This session will discuss the importance of developing, curating and communicating a resonating tourism brand in the international marketplace to catalyze domestic investment and attracting international investors. Insights, examples and case studies will be discussed that show how well-developed and communicated tourism brand has managed to increase demand with visible effects on attracting local and international investments.

Format: Moderated session, 60 minutes

Moderator: Ibrahim Osta, Senior Destination Development Advisor, USAID Developing Sustainable Tourism in Bosnia and Herzegovina (Turizam)

Panelists and Discussion Topics: Experts representing top global brands of tourism and hospitality will share experience and bring insights on how investment can leverage tourism brands to achieve economic benefits to destinations, businesses and the people.



USAID
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DEVELOPING SUSTAINABLE TOURISM
IN BOSNIA AND HERZEGOVINA (TURIZAM)

Session Curator and Moderator:

Ibrahim Osta, Senior Destination Development Advisor
USAID Developing Sustainable Tourism in Bosnia and Herzegovina



SESSION 1
10:00 - 11:00

REPUTATION, REPUTATION, REPUTATION: THE POWER OF BRAND AS A CATALYST TO ATTRACTING INVESTMENTS

Panelists:

- **Ms. Daniela Wagner**, The Global Travel and Tourism Resilience Council & Jacobs Media, United Kingdom

Making A Country Heard: Daniela will discuss the importance of propagating the tourism brand in the international marketplace to inspire travelers to visit. What resonates, why and how?

- **Ms. Laura Milos Sanchez**, Senior Business Development Manager – Central and Eastern Europe, Expedia Group Media Solutions, United Kingdom

Guided By The Heatmap: As the world's most recognized travel booking platform, Expedia will offer insights into the intersection of Bosnia and Herzegovina's offer and major market trends. Where are the markets, what do they seek and how can Bosnia and Herzegovina capture sustainable, high-yielding market segments.

- **Mr. Chris Woodbridge-Cox**, Senior Partner – Travel Representation, FINN Partners, United Kingdom

FINN Partners works with destinations, airlines, hotels and tourism establishments. What experiences can we learn from investors that used brand to enhance value of their investments? These can include hotels, resorts, other attractions. How do we measure success?

- **Mr. Tim Schofield**, Senior Principal Client Partner, TripAdvisor, United States

Reputation, Reputation, Reputation: TripAdvisor, the world's largest travel platform, will discuss why and how Tripadvisor can be used as a barometer to the countries' attractiveness as a tourism destination, and therefore, a catalyst for investment – the case of Bosnia and Herzegovina.

SARAJEVO BUSINESS FORUM

RESILIENCE AND INNOVATION: DRIVING TOURISM INVESTMENT & GROWTH



Implemented by USAID Developing Sustainable Tourism in Bosnia & Herzegovina (Turizam) and Sarajevo Business Forum

SESSION 2

CAPTURING INTERNATIONAL CAPITAL: STRATEGIES FOR INVESTMENTS GROWTH AND PROFITABILITY IN THE TOURISM SECTOR

Abstract: This session will discuss why Bosnia and Herzegovina is ripe for more investments in the travel and tourism sector, and how to pitch the destination to international investors. Panelists will explore how investors assess the business attractiveness of a destination and how tourism and hospitality assets are evaluated for investment decisions. What other major trends influencing investment decisions beyond financials will be explored and the key pillars necessary to building destination resilience.

Format: Moderated session, 60 minutes

Moderator: Ibrahim Osta, Strategic Destination Development Advisor, USAID Developing Sustainable Tourism in Bosnia and Herzegovina (Turizam) Project

Panelists and Discussion Topics: In this session, experts will discuss and present attractive investment opportunities in the hospitality and aviation sectors in Bosnia and Herzegovina that can further propel that growing tourism industry and achieve profitability.



Session Curator and Moderator:

Ibrahim Osta, Senior Destination Development Advisor
USAID Developing Sustainable Tourism in Bosnia and Herzegovina



SESSION 2
11:00 - 12:00

**CAPTURING INTERNATIONAL CAPITAL: STRATEGIES FOR INVESTMENTS
GROWTH AND PROFITABILITY IN THE TOURISM SECTOR**

Panelists:

- **Ms. Aradhana Khowala**, Chief Executive Officer, Aptamind Partners, United Kingdom

Aradhana will discuss the main pillars influencing tourism investment decisions and what factors contribute to maximizing asset values. She will also discuss the role of women in driving investment, including in a world increasingly focused on incorporating ESG in investment and leadership decisions. So, is sustainability a cost or a driver of value?

- **Mr. Christian Delom**, Secretary General, A World For Travel, France

A World For Travel has become the leading sustainability-focused forum for advancing a future where tourism grows more sustainably and inclusively. How is ESG highlighting the urgency for action from decarbonization to promoting environmental and social sustainability in existing and future investments? How can Bosnia and Herzegovina and the Western Balkans region present itself as a promising platform for investment attraction by doubling-down on sustainability?

- **Mr. Shaji Thomas**, Chief of Operations & Business Development, Roya International, United Arab Emirates

As Middle East and Africa's largest hospitality consultancy group, Roya International has been advising investors for decades. Shaji will draw on his experience of the destination's tourism potential to highlight opportunities to attract investments, especially in the hotels sector, and highlight the role that international franchising can play.

- **Mr. Tony Griffin**, Senior Vice President Consulting, Informa UK Ltd, United Kingdom

With a bird's-eye view on the mega trends shaping the future of route development in Europe, Tony will discuss the country's potential, areas and types of investments needed to ride the wave towards a more competitive aviation sector.



NETWORKING
12:00 - 14:00

TOURISM NETWORKING EVENT

Join us for an exciting networking and discussion event with leading international tourism figures! This is a unique opportunity to connect with industry experts and exchange ideas on how to promote tourism in the region. Be part of a vibrant community of like-minded individuals who are passionate about building a thriving tourism industry in Bosnia and Herzegovina!

SARAJEVO BUSINESS FORUM

RESILIENCE AND INNOVATION: DRIVING TOURISM INVESTMENT & GROWTH

MEDIA STATEMENT



Dr. Karl Wurster is the Director of USAID/BiH's Economic Development Office (EDO). He is responsible for managing USAID/BiH's \$77 million economic portfolio, which includes activities in the energy, private sector investment, digitalization, banking, and tourism sectors. Under the EDO office, USAID's Developing Sustainable Tourism (Turizam) project facilitates broad-based, tourism-driven economic growth and promotes social harmony by capitalizing on BiH's rich cultural heritage and natural beauty. Over his fourteen year diplomatic career, Dr. Wurster has lived and worked in various countries including Morocco, the Democratic Republic of Congo, Bangladesh, Nepal, and Bosnia and Herzegovina.

KARL WURSTER

**Economic Development
Office Director**

USAID/Bosnia and
Herzegovina

TOURISM FORUM CURATOR AND MODERATOR



IBRAHIM OSTA

Senior Destination Development Advisor

USAID Developing
Sustainable Tourism in
Bosnia and Herzegovina

Ibrahim Osta is an international tourism development expert with experiences in international trade and investment promotion, youth entrepreneurship and tourism development. He has managed international development projects exceeding \$140 million in scope with additional quarter billion dollars in leveraged funds from public, private and international institutions. Currently, he is Senior Destination Development Advisor of USAID Developing Sustainable Tourism in Bosnia and Herzegovina (Turizam). Between 2020 and 2023 he led the project in the role of Chief of Party.

He is based in Washington, D.C. as Economic Growth and Trade Senior Advisor, while previously he served as Middle East & North Africa Region Director for Chemonics International. Between 2005 and 2017, he was the Chief of party of the \$100 million USAID tourism development portfolio in Jordan which helped grow the tourism sector several billion dollars. He has led, advised and supported tourism development activities in various countries such as Nepal, Ukraine, Georgia, Moldova, Timor Leste, Egypt, Tunisia, United Arab Emirates and Lebanon. Currently, he is member of the United Nations World Tourism Organization (UNWTO) Panel of Experts and served earlier on the Governing Body of United Nations Foundation World Heritage Alliance, where he co-designed the People Protecting Places campaign adopted by UNESCO to conserve World Heritage sites.

With a background in finance and economics, Mr. Osta is a regular speaker in international tourism forums and co-led the UN International Year of Sustainable Tourism Global Forum with the World Bank, UNWTO and Government of Jamaica. He advises on tourism development and economic impact strategies, destination resilience and experience design. He supported formulation of Egypt's business reform agenda in 1999, the first of its kind since the Gamal Abdel Nasser socialist revolution, and led creation of Injaz a youth entrepreneurship organization modeled after the US-based Junior Achievement International, that has now reached over three million children in over 12 Arab countries. In his early career, he was Executive Director of the US-based American Arab Chamber of Commerce. Mr. Osta holds a degree in Finance and Economics from the University of Michigan, A Masters of Tourism Administration from George Washington University and Postgraduate Diploma in International Business Law from the University of London.

SPEAKER PROFILES



DANIELA WAGNER

**Group Business
Development and
International Director**

Jacobs Media Group

With over 30 years of experience in the travel and tourism industry, Daniela Wagner is a seasoned professional with a proven track record of success. Her passion for travel and commitment to the industry has helped her create innovative strategies that drive growth and success for her clients.

Daniela is currently the Director of Business Development and International Partnerships at Jacobs Media Group, the leading travel media group in Europe, where she is responsible for creating new events, expanding the existing client portfolio, and seeking out and delivering M&A opportunities. Her role has been instrumental in the group's expansion into new markets throughout Europe, the Middle East, Asia, and the Americas.

In addition, Daniela is also the Director for Europe, Middle East, and Africa at Pacific Asia Travel Association (PATA) since 2012. In this role, she is responsible for driving strategic relationships with international institutions and private companies, coordinating key European events, recruiting and retaining international members, and building relationships with key international trade associations and institutions such as UNWTO and WTTC.

From January 1998 to May 2003, Daniela worked as the Vice President of Corporate Affairs at the World Travel & Tourism Council (WTTC), the world's premier membership organization for chief executives in travel and tourism. During her time at WTTC, she was responsible for membership recruitment, strategic alliances, event management, and fundraising.

In 2012, Daniela founded her consultancy business, DANIELA WAGNER ASSOCIATES LIMITED, which conducts all commercial activities for her clients. Some of her key accounts include Sinclair Global Ltd, Shuntak Holdings, and Crewe Associates.

In 2005 she was nominated for a First Woman Award and was the winner of e-tid's personal achievement award and recently received the IIPT Celebrating Her Award at ITB Berlin.



LAURA MILOS SANCHEZ

**Senior Business
Development Manager**

Expedia Group Media
Solutions

Laura Milos Sanchez is an experienced business development manager in the travel industry with a career spanning over a decade. She has worked with major players in the industry, including Expedia Group, Trip.com Group, Secret Escapes, and Ulix Travel.

At Expedia Group, Laura is responsible for the business development and sales across Central and Eastern Europe at Expedia Group Media Solutions, the digital advertising organization of Expedia Group. Laura works closely with travel brands across these regions to deliver creative and innovative digital media campaigns across Expedia Group's network of leading travel brands.

As Market Manager UK at Trip.com Group, Laura was responsible for building and progressively expanding Trip.com's portfolio of hotel partners in the UK, growing and maintaining strong relationships with partners by providing data insights and implementing strategies to increase their market share and revenue opportunities.

At Secret Escapes, Laura served as Team Lead Hotel Contracting for Central and Eastern Europe, where she led on hotel relationships and maintained strong relationships with hotel partners along the Mid-Haul region (Mediterranean countries in Southeast Europe).

She was responsible for mentoring, coaching, and supporting the team to ensure high performance, collaborating with members of the Destination Management team, and meeting and exceeding revenue targets, both personally and as a team.

Before that, at Ulix Travel, Laura served as the Booking Department Manager, where she led and mentored a profitable team of business and leisure travel experts, developed and maintained strong relationships with suppliers, wholesalers, hotels, car rental companies, subagents, and affiliates, and reported to the company's CEO. She was responsible for strategic development of the company, creating the company's footprint in the accommodation side of the travel business, and new client acquisition through prospecting and targeting potential clients, mostly in the B2B segment, both domestically and internationally.



CHRIS WOODBIDGE COX

Senior Partner

FINN Partners

Chris has been in the travel industry for some 39 years, starting his career on the mobile home sites of the west coast of France, before returning to the UK to run a small holiday cottage company. From there he spent time at Sol Sports, a subsidiary of ILC, before getting the opportunity to join Unijet to build up their short-haul tour operation from scratch. Ten years later, with the company having been sold to First Choice, Chris moved to Virgin to run their short-haul operation, Virgin Sun.

In 2001 Chris joined Club Med in London as their managing director for UK, Ireland and Scandinavia, where he stayed for 5 years before accepting the challenge of running the Club Med operation in Germany for 3 years. On returning to the UK in 2009, Chris took a year out before returning to Virgin in an interim position to run their cruise business in Swindon. From there he worked across a number of roles, including two years in the independent ski sector before moving across to the world of travel PR, marketing and representation.

Chris has served as a director of the Federation of Tour Operators and the Institute of Travel and Tourism and was for a number of years a regular columnist with Travel Weekly.



TIM SCHOFIELD

Senior Principal Client Partner

Tripadvisor

Tim has been with Tripadvisor for 10 years and works with tourism boards to deliver a more integrated approach for their marketing. He knows that the key focus for any destination is to ensure they are getting their best content in front of the right audience at the right time. With 435million+ unique users on a monthly basis, Tripadvisor is the world's largest travel platform and offers the opportunity to deliver inspiration to travellers all over the globe.

Tim has been working in the travel sphere for 15+ years.



ARADHANA KHOWALA

CEO & Founder

Aptamind Partners

Aradhana Khowala is a global expert and one of the most influential leaders in the luxury.

hospitality, travel and tourism sector. Her career has spanned 23+ years, five continents and more than 75 countries and she has won multiple awards and was featured amongst the 100 most powerful people in global hospitality and the 25 most influential women in hospitality in 2022.

Today, she is the CEO of Aptamind Partners, a strategic consultancy, which combines hard data and decades of experience to advise governments, emerging destinations and public and private organisations on sustainable tourism development. She also sits on multiple boards and is currently the Chair of the Group Advisory Board of Red Sea Global, the developers behind the Red Sea, AMAALA giga projects apart from a host of other planned projects in Saudi Arabia.

An accomplished public speaker with dozens of keynote engagements every year, she has spoken on the TedX stage as well as participating in global policy discussions at the UN and the G20. One theme runs through all her work: radical change is needed to ensure a sustainable future for an industry that has huge potential for positive social and financial impact on communities around the world.



CHRISTIAN DELOM

Secretary General

A World for Travel

A graduate of HEC Paris, Christian Delom has devoted his professional life to travel, tourism and new technologies. He is passionate about innovation. He has held several high-level positions within the Air France group, Amadeus, ATOUT France, the French national tourism development agency. He is now Secretary General of A World For Travel Forum dedicated to the sustainable transformation of travel and tourism. He advocates the urgency of acting to save both travel and the planet, with industry transformation being the key driver to reset the travel development model. Since 1995, he has also devoted time to his local community, as a territory councilor.



SHAJI THOMAS

Chief of Operations & Business Development

Roya International Hospitality
& Leisure Consultants LLC

Shaji leads all support functions at Roya International - this entails Business Development, Business Support, People, Finance and new verticals. Prior to this assignment, he was the Advisor to the Royal Commission for Riyadh City and advised on strategies and projects with in the Tourism Sector and Destination Management.

He was the Vice President of Destination Tourism Development for Ras Al Khaimah Tourism Development Authority from 2016 until 2019 and within his remit, he managed B2B partnerships, MICE and Market insights. Responsible for initiating strategic alliances with travel trade associations and airlines among other major industry players, Shaji was key to boosting international visitor numbers to Ras Al Khaimah. The destination saw a growth in visitors from 740,000 in 2016 to 1,072 million in 2018.

Prior to joining RAK TDA, Shaji was the Area Director of Sales and Marketing for Hyatt Hotels (in Dubai and West India) and prior to that, the Area Director of Sales for IHG Northern Gulf (Kuwait and Bahrain). During these stints, he was responsible for providing support and strategic oversight to all brands across functions of Sales, Marketing, Events and Revenue Management.

An Engineering school graduate with multiple Management Development Program certifications, Shaji has been associated with varied sectors and Industries in his illustrious career of 27 years. He has been bestowed many awards in the commercial arena, worthy of mentioning being 'Top 10 Sales & Marketing personnel in India' by Travel Span in 2014 and being selected as '100 most influential leaders in Tourism Industry' by Global MICE Congress & Awards in 2019.



TONY GRIFFIN

**Senior Vice President
Consulting**

ASM (Airport Strategy &
Marketing) - Informa UK Ltd

Tony Griffin is a highly experienced professional in the airport industry, with over 35 years of experience in airport route development, marketing, and aviation business strategy. He began his career in 1986 at Manchester Airport Group, where he held various positions in Planning, Operations, and Route Development for 13 years.

In 1999, Tony joined ASM - Informa Plc, where he has been Senior Vice President for over 22 years. He oversees all of ASM's client management activity and works closely with the Routes business to deliver the company's products and services to the highest standards. His specialisms include Airport Development Strategies, Route Development, Scenario Planning, Marketing, and Brand Strategy.

Throughout his career, Tony has managed numerous airport route development, marketing, and advisory projects across all commercial passenger market sectors, Full Service, Low Cost, Tour Operators, and Charter Airlines. He has worked with clients around the world, including airports in South Africa, Poland, Italy, Germany, Brazil, Belfast, Stockholm, Croatia, the Netherlands, Greece, Aruba, Guam, Malaysia, Mexico, and Denmark.

Tony's key projects include project managing the formulation of a route development strategy and implementation plan for the 10 airports within the Airports Company group in South Africa, leading the long-term traffic forecasting project for Krakow Airport in Poland, managing the traffic forecast study for runway development options evaluation at Florence Airport in Italy, co-managing aviation strategy and organizational review of airport route development and marketing functions at Munich Airport in Germany, and project managing the formation of the route and traffic development strategy for Viracopas Campinas Airport in Brazil.

Tony has also developed ASM's training program product and expanded its range of courses globally. He holds a BSc honours degree in Geography and European Studies from Manchester Metropolitan University and a Post Graduate Diploma in Marketing from The Manchester Business School.



Bosnia
and
Herzegovina







USAID
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DEVELOPING SUSTAINABLE TOURISM
IN BOSNIA AND HERZEGOVINA (TURIZAM)



WORKSHOP

FINANCING PROJECTS IN HEALTH TOURISM

The Sarajevo Business Forum provides a remarkable opportunity for stakeholders in the tourism industry to come together and exchange ideas about health tourism-related projects, available financial products, industry demand, and how to meet it. The event is a unique platform for potential investors, representatives from the private and public sectors, and banks to explore investment opportunities in the growing field of health tourism in Bosnia and Herzegovina.

During the event, USAID Turizam will have the opportunity to showcase its activities and generate interest among stakeholders involved in the tourism sector. BBI Banka, one of the forum's participants, has recognized the potential of health tourism as a promising niche worth investing in. The forum provides a focal point for stakeholders to connect, discuss and collaborate towards the development of health tourism, which can provide economic growth and support to Bosnia and Herzegovina's tourism sector.


HILLS HOTEL
B2B HALL


THURSDAY
MAY 18 / 2023
12:00 - 13:00



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DEVELOPING SUSTAINABLE TOURISM
IN BOSNIA AND HERZEGOVINA (TURIZAM)



WORKSHOP
12:00 - 13:00

FINANCING PROJECTS IN HEALTH TOURISM

Panelists:

- **Nermin Muzur**, Ilidža Municipality Mayor
Administrative initiatives and public-private partnerships
- **Nedžad Gušić**, BBI Sarajevo Board Member
Access to Finance
- **Azra Džigal**, USAID Turizam Destination Competitiveness Team Leader
Significance of strategic planning for tourism development and facilitating access to finance for SMEs

Additional speakers to be confirmed.

BOSNIA AND HERZEGOVINA A MELTING POT OF CULTURES





USAID
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DEVELOPING SUSTAINABLE TOURISM
IN BOSNIA AND HERZEGOVINA (TURIZAM)



**SARAJEVO
HALAL FAIR**

**AGENDA &
SPEAKER
PROFILES**

**HALAL-FRIENDLY TOURISM
DESTINATIONS**



THURSDAY
MAY 18 / 2023
14:15 - 15:45

SARAJEVO BUSINESS FORUM

PANEL: Halal-Friendly Tourism Destinations



Implemented by USAID Developing Sustainable Tourism in Bosnia & Herzegovina (Turizam) and Sarajevo Business Forum

Abstract: This session will discuss the importance of the growing market segment of halal, with consumers and tourists looking for destinations that meet their needs and many countries making efforts to attract these travelers. Halal certification is not just a trend, but a necessity in order for the providers of products and services to be competitive on the market, both locally and globally. Halal certification includes products, halal restaurants and accommodation, travel agencies, as well as experiences and services that can be halal travel friendly.

Format: Moderated session, 90 minutes

Moderator: Feđa Begović, Chief of Party, USAID Developing Sustainable Tourism in Bosnia and Herzegovina (Turizam)

Panelists and Discussion Topics: Local, regional, and international experts representing certification and the halal tourism trade will share their experience and bring insights on how halal standards and certification in the tourism industry can be an important step in attracting visitors and tourists from such higher-paying markets.



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DEVELOPING SUSTAINABLE TOURISM
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Session Moderator:

Feda Begović, Chief of Party

USAID Developing Sustainable Tourism in Bosnia and Herzegovina (Turizam)

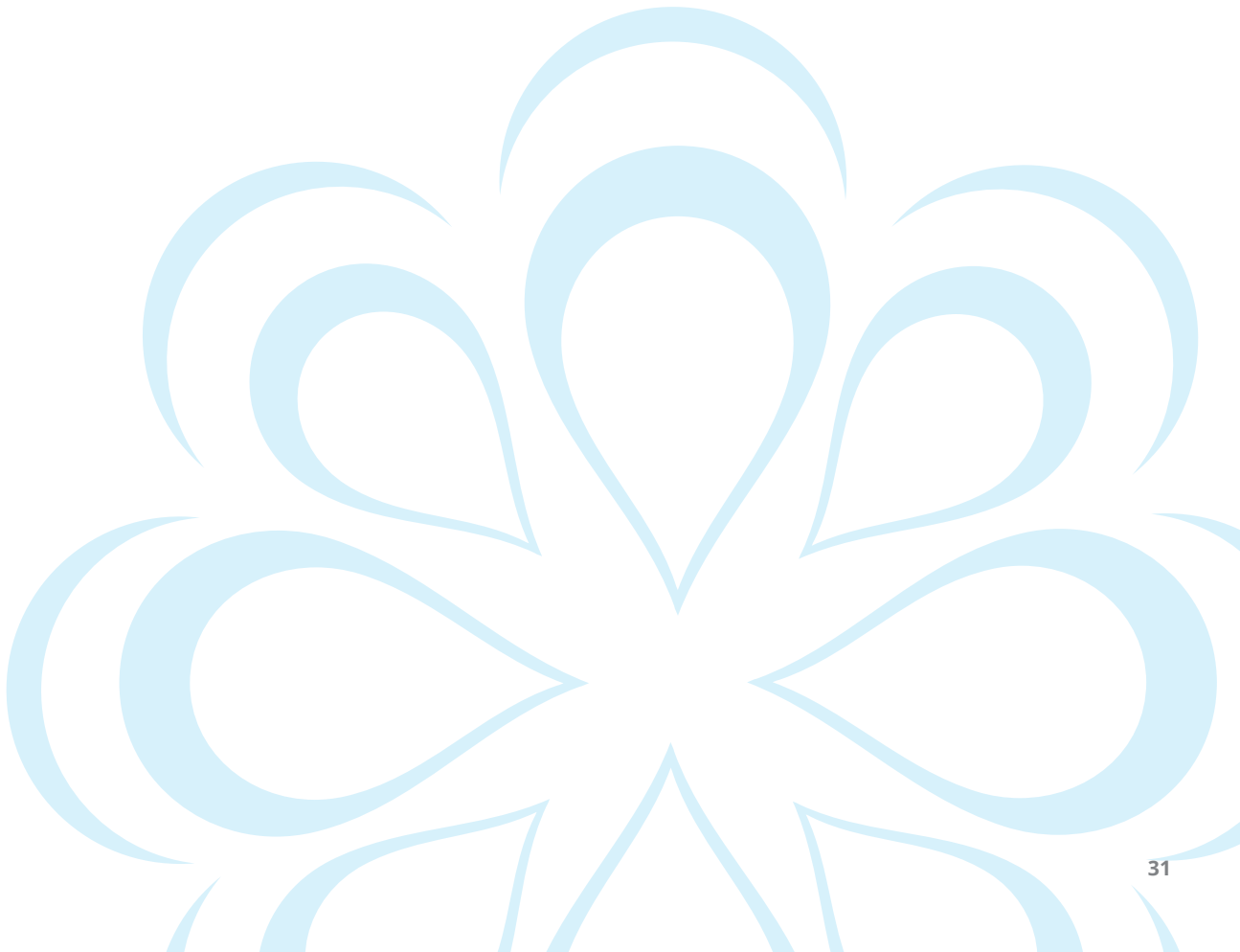


PANEL
14:15 - 15:45

HALAL-FRIENDLY TOURISM DESTINATIONS

Panelists:

- **Ivana Karanikić**, Owner, Balkans Luxury Concierge j.d.o.o.
- **Dr. sci. Abdulgafar Velić**, Main Imam, Majlis of the Islamic Community
- **Vildana Džafić**, Head of Department, Agency for Halal Quality Certification
- **Soumaya T. Hamdi**, Founder & CEO Halal Travel Guide
- **Nađa Lutvikadić-Fočo**, Head of Promotion Communications BH Telecom
- **Emina Nizić**, Coordinator, Canton Sarajevo Tourism Association (Visit Sarajevo)



HALAL-FRIENDLY TOURISM DESTINATIONS



FEĐA BEGOVIĆ

Chief of Party

USAID Developing Sustainable Tourism in Bosnia and Herzegovina (Turizam)

Halal Fair Forum Curator and Moderator

Feđa Begović is a development expert from Bosnia and Herzegovina (BiH) with over 20 years of experience, mostly in the agriculture, food processing, and tourism sectors. He worked for USAID, the Government of Sweden, the EU, GIZ, and IFAD, as well as in the private sector for Procter and Gamble.

Currently, he is a Chief of Party on a \$20 million project funded by USAID, called Developing Sustainable Tourism in Bosnia and Herzegovina (Turizam). The project is working on a range of activities with the goal of increasing the number of international tourists in Bosnia and Herzegovina, extending their stay, and increasing their average spending. In his previous work for USAID Turizam Feđa led the component for developing tourism products and experiences. One of the segments included in this process is the development of halal tourism, which includes support for the certification of halal food production and tourism establishments.

His previous engagements involve being a Deputy Chief of Party on an \$18 million FARMA II project in BiH, which worked on quality standardization, value-adding, and marketing improvements across the fruit and vegetable, dairy, poultry, medicinal herbs, and honey sectors. In addition to providing over \$6 million in grants to almost 200 organizations, the project enabled the export of poultry meat and eggs to the European Union market, created over 1,000 new jobs, and supported the certification of over 600 businesses, while increasing the cumulative sales and exports of assisted companies by over 60%. Under the Rural Livelihoods Development Project funded by IFAD, Feđa designed the pilot scheme for value chain development targeted at poverty alleviation, leading to over \$2 million investment and employment of over 1,100 farmers in 11 municipalities across Bosnia and Herzegovina. This pilot was subsequently presented in international conferences in Serbia, Palestine and Tajikistan, as an example of best practice.

Mr. Begović holds a Bachelor's and a Master's degree in Economics from Sarajevo University. He was awarded a US government scholarship to spend a year at Rutgers University, a Cochran Fellowship for a Food Executive Program at Cornell University, and most recently he completed a MiniMasters program in Leadership and Management from Arizona State University.



VILDANA DŽAFIĆ

Head of Department

Agency for Halal Quality
Certification Bosnia and
Herzegovina

Vildana Džafić, graduate in economics, Head of the Finance and Accounting Department at the Agency for Halal Quality Certification. Founder and co-owner of the company QM Solution d.o.o. Tuzla, QMS Project PJ and owner of DSO FIN-VIN Tuzla.

In addition to formal education, she completed additional training in the field of standardization (ISO, Halal, HACCP, BH Business Excellence), leadership, strategic planning, etc. In 2006 she completed training for Lead Auditor and Halal Quality Consultant, she is involved in training in the field of Halal management system, Halal marketing, Halal standards and standardization processes, as well as Implementation of Halal standards in tourism and the food industry.

She participated in the development of the first national Halal standard in Europe - BAS 1049:2007 - Halal food, requirements and measures, as well as the revisions of the BAS 1049:2010 and 1049:2023 standard. She is member of five Technical Committees for the development of halal standards by OIC/SMIIC - Standards and Metrology Institute for Islamic Countries.

She participated as the bearer of development of the OIC/SMIIC 9:2022 - Halal Standard for Tourist Services at the OIC/SMIIC Technical Committee 5 - Tourism and Related Services.

As a certified lead auditor, she performed numerous audits for the implementation of Halal standards. She completed intensive training for Halal standards in Malaysia organized by JAKIM in cooperation with SIRIM Berhard, as well as trainings organized by OIC/SMIIC for Halal standards. Internal auditor for Business excellence, licensed and certified accountant, and certified trainer for small and medium-sized enterprises (SME), as well as for the Project Cycle Management in accordance with European Union regulations and requirements.

She is the author and co-author of a number of scientific papers and publications.



IVANA KARANIKIĆ

Owner

Balkans Luxury
Concierge j.d.o.o.

Ivana Karanikić, born in 1976 in Rijeka. She graduated in economics from the Faculty of Economics in Rijeka, is the author of 2 professional dictionaries in the fields of economics and dentistry, and has been actively working as a translator/interpreter from 2004 to 2020, mostly in tourism. She is a licensed tourist guide in Croatia, a cruise manager on Adriatic cruises, a national trainer accredited by the World Federation of Tour Guide Associations (WFTGA) and an Interpret Europe trainer of heritage interpreter guides. She actively speaks English and Italian. She is the owner of Balkans Luxury Concierge.

In 2022, the Center for Halal Quality Certification Zagreb awarded Prolingua Travel DMC a halal certificate for travel agencies for the territory of the former Yugoslavia and Albania. She is actively working on designing and developing halal tourism products in the region as well as promoting the region in the GCC countries. The only authorized distributor of tickets for Expo2020 Dubai during which, in cooperation with the Hilton Podgorica hotel, it organizes a workshop for tourism stakeholders in the Pavilion of Montenegro in Dubai. In June 2022, she participated in the Halal in Travel Global Summit 2022 as one of the speakers in the panel discussion: Challenges&Opportunities in the Cruise Sector for the Cruise Travel Market, where she presented a unique Halal cruise for Muslim women, and in October 2022, at Halal Business Forum in Zagreb. From June 2022, she is the official DMC for the countries of the former Yugoslavia and Albania of the largest UAE tour operator *dnata*.



DR. SCI. ABDULGAFAR VELIĆ

Main Imam

Medžlis of the Islamic
Community of Sarajevo

Abdulgafar Velić graduated from the Faculty of Islamic Sciences in Sarajevo, where he also completed postgraduate studies. He completed his doctoral studies at the Faculty of Philosophy in Sarajevo in July 2016, when he defended his doctoral thesis on the topic “Social thought of Bosniaks in the period of modernization of Bosnian society”.

He is the author of two books “Pod bosanski kubet” and “Bosniaks and Europe”. He is the co-author of the monograph “100 Bosniak imams”, as well as professional works “Handbook for Mukabele” and “Ramadan dersovi”, according to the website of the Islamic Community.

Abdulgafar Velić was the imam of the Istiklal Mosque in Sarajevo in the period from 2004 to 2016, and the head of the Department for Religious Affairs and Education in the Mufti of Sarajevo in the period from 2016 to 2020.

He has been in the position of Main Imam of the Medžlis of the Islamic Community of Sarajevo since 2020.



SOUMAYA T. HAMDI

Founder & CEO

Halal Travel Guide

Founder and Managing Director of the London-based tour operator, Halal Travel Guide, which organises group tours in multiple destinations designed with Muslim travellers in mind. Halal Travel Guide benefits from access to a young and financially independent Muslim audience, with 49% of followers aged 25-34 and based in the UK, US and EU. Soumaya's success with Halal Travel Guide has led the company to receive multiple awards and international media coverage in various media outlets, including The Guardian Observer, New York Times, Arab News, TravelPulse and many others.

Education history: Postgraduate Diploma in Law, Credit - University of Law, Moorgate (Year of Graduation: 2013); Bachelor of Politics & History, II.i - SOAS University, London (Year of Graduation: 2012).

Publications: "How to Future-proof your Halal Travel marketing strategy", World Halal Summit Scientific Conference 2022 · Dec 2, 2022 "Synergistic opportunities between the Halal Food & tourism sectors to create valuable gastro tourism experiences". International University of Novi Pazar · Sep 25, 2022 "The Halal Travel Market: A Force for Good". Partnerships Journal, Islamic Development Bank · Jun 20, 2022.



Nađa Lutvikadić Fočo has over 10 years of experience in media, public relations, corporate communications, and government affairs. She is currently the Head of the Promotion Communications Department at BH Telecom JSC Sarajevo, responsible for managing branding and promotional campaigns. Nađa has also worked as a Communication Specialist for the PPP Project at ZAMM Media, a Communication and PR Trainer at the Government Office in Sarajevo, and Chief of the Cabinet at the Federal Ministry of Transport and Communication, where she managed public relations and coordinated ministry operations.

NAĐA LUTVIKADIĆ-FOČO

Head of Promotion Communications

BH Telecom



Emina Nizić is an experienced coordinator at the Canton Sarajevo Tourism Association (Visit Sarajevo) with extensive experience, specialized in the promotion and development of tourism niche markets. Her formal education at Sarajevo's Faculty of Economics was complemented by a series of trainings in tourism, marketing, promotion, social media management, public relations, and handling crisis communications (British Council, USAID, SERDA). She contributed to the development of tourism-related strategic documents, including Canton Sarajevo Development Strategy. Ms. Nizić took part in a number of projects, panels, and conferences centered on the growth, advancement, and promotion of tourist offerings. She was also the only panelist from Bosnia and Herzegovina at the 3rd World Islamic Tourism Conference, which was held in Kuala Lumpur in October 2022.

EMINA NIZIĆ

Coordinator

Canton Sarajevo Tourism Association
(Visit Sarajevo)





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