

UNION FOR THE MEDITERRANEAN
The Second Ministerial Conference on Tourism

Barcelona, 20th May 2010

Cairo, Paris, Madrid, 6 May 2010

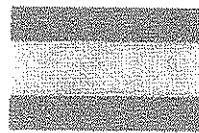
Your Excellency,
Dear colleague,

The inclusion of tourism in the Euro-Mediterranean agenda has been relatively recent but we believe that there is a shared agreement that the Euro-Mediterranean framework is ideal for the development of this sector and that tourism is one of the main generators of employment, wealth and understanding in our region.

Since the first Euro Med Ministerial Conference in Fez, two years have elapsed, during which the Union for the Mediterranean, in spite of delicate circumstances, has sustained its momentum into expanding the cooperation between its parties, notably with the preparation for the launching of the UfM Secretariat and the designation of its first Secretary General in January 2010.

The discussions in Fez tackled the macroeconomic variables that are influenced by tourism: employment, economic growth and investment, and the cross-section character of this sector. Also the share of tourism in the Euro-Mediterranean countries' GNPs, its importance with regards to SMEs and its capacity to provide employment for women and young people were considered.

Other topics discussed were the great importance of the Euro-Mediterranean region both as tourist destination and as generator of travel and holidays, the special vulnerability of the Mediterranean and the overall close relation between climatic change and tourism.



We are now facing a double challenge: living up to the expectations raised by the first conference in terms of a Euro-Mediterranean work program, and facing, at the same time, a profound crisis in the economies and tourist sectors of our countries, the loss of market share of our region in the global tourist market and the need to go forward to strengthening and boosting the competitiveness of Euro-Mediterranean tourism.

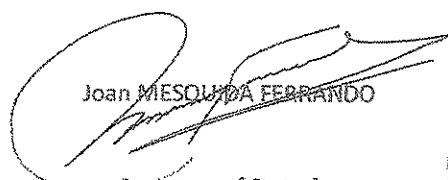
The aim of this UfM Ministerial Conference on Tourism will be to propose courses of action, both new or already existing projects which could be extended to our whole region, and to give the General Secretariat of the UfM guidance for its work in tourism, in addition to the importance, in the present conjuncture, to present possible financing tools for the proposed projects.

We, therefore, have the honor to invite you to attend this 2nd euro-Mediterranean Ministerial Conference on Tourism in Barcelona, on 20th May 2010, organized jointly by the Kingdom of Spain, which currently holds the Presidency of the European Union and hosts the Secretariat of the Union for the Mediterranean, and the Arab Republic of Egypt and the Republic of France, as co-presidencies of the Union for the Mediterranean.

Your participation in this major event will contribute to effectively enhance the existing cooperation in the field of tourism and launching tourism projects and initiatives at a euro-Mediterranean scale, which will help to boost our economies and to strengthen the links between the regions around our common sea.

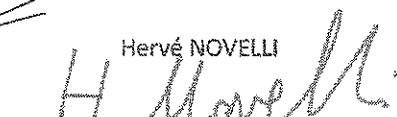
We look forward to welcoming you in Barcelona,

Yours faithfully,



Joan MESQUIDA FERRANDO

Secretary of State for
Tourism
Kingdom of Spain



Hervé NOVELLI

Secrétaire d'Etat chargé du
Commerce, de l'Artisanat, des
Petites et Moyennes Entreprises, du
Tourisme, des Services et de la
Consommation
République Française



Zoheir Garranah

Minister of Tourism
Arab Republic of Egypt