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FEDECATUR

Federación de Cámaras de Turismo
de Centro América



Launch of Government-Investor Networks: *FfD Tool available to all governments committed to creating business-enabling environments*

Morena Mercado

Coordinator, Central American Government-Private Sector Network (GPN)
Directorate of Tourism, Central American Integration System (SICA)

Lucy Valenti

President, National Tourism Chamber of Nicaragua &
Executive President, Gray Line Tours Nicaragua

Mobilizing the Private Sector for Development: Launching the FfD Toolkit

sponsored by the Permanent Missions of Switzerland and Nicaragua to the United Nations

**UN Follow-up International Conference on Financing for Development to Review the Implementation
of the Monterrey Consensus**

Doha, Qatar; November 30, 2008

CentrOamérica
tau pequeña... tau grande...

Agenda

- ***Invite: Launch of Government-Investor Networks for FfD Follow-Up:***
 - Available as Global Public Good to all Interested National Governments & Regional Government Organizations
- ***BENEFITS:***
 - ***Increasing Governmental Capacity to*** Improve Business-Enabling Environments & Mobilize Private Investment for Job Creation & Poverty Reduction
- ***Launch of Launch of GIN for FfD Follow-Up***

Launch of FfD Tool:

Government-Investor Networks

- **Available to Interested National Governments & Regional Government Organizations**
 - Free GIN Subscription Service provided by Global Clearinghouse
 - Accessible by Internet, 27/7
 - Governments Manage Own Networks (Determine focus, membership, etc)
- **Cost-Effective Tool**
 - Enables Open Consultation with Private Sector on Key Issues
 - Facilitates Intra-governmental Coordination in Responding to Issues
 - Optional Creation of Support “Donor Tables”
- **Implementation Requirements:**
 - Senior Political Support
 - Integration with Governmental Functions
 - Committed Full-Time Dynamic Network Coordinator
 - Funds for Travel & Workshops

Benefits: Leverage Private Sector Expertise to Advance Development

- ***Enhances public sector capacity to identify investment impediments and possible solutions***, as well as success stories to advance investment promotion, based on open private sector participation
- ***Increases government capacity for intra-governmental coordination and effective response***, by bringing together designated government officials in the full range of functions
- ***Provides governments with a cost-effective consultation mechanism*** enabling private sector feedback on draft regulations, laws, programs, policies and other initiatives
- ***Serves as communication channel for investors*** on policies, and opportunities, facilitating open communication, governance, and transparency needed for optimizing development benefits
- ***Facilitates ability to cost-effectively communicate with donors***, enabling cost-effective aid effectiveness/coordination

Welcome Page



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Sistema de la Integración Centroamericana | Turismo

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SICA

Sistema de la Integración Centroamericana

Welcome to the Central American Government-Private Sector Tourism Communication Network (GPN)

The Central American Council of Tourism (CCT) welcomes you to the Central American Government-Private Sector Tourism Communication Network (GPN).

The general objective of the Network consists of developing an independent Internet communication platform, for use by a regional organization (the Central American Council on Tourism via its Technical Secretariat-Tourism Directorate DITUR/SG-SICA), enhancing its capacity to collaborate with other regional governmental initiatives, national governments and the private sector, to advance regional tourism integration. The Network will be available for replication by other regional governmental organizations around the world.

The Network aims to improve communication, understanding and responsiveness to problems and obstacles that affect regional tourism. The initial focus is on promotion, with the objective of expanding the focus to include other issues, such as immigration and security.

[Enter the Network](#)
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Principal Page



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Recent Postings

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 Versión final de Presentación a Medios de Comunicación y...	 Claudia Silva	18-Nov-08 02:48 PM
 Centroamérica: Nueva campaña para el mercado británico	 Morena Mercado	18-Nov-08 02:27 PM
 Presentación de resultados CATM 2008	 Morena Mercado	07-Nov-08 11:11 AM
 Boletín informativo FEDECATUR octubre 2008	 Morena Mercado	07-Nov-08 11:05 AM
 Boletín informativo FEDECATUR, agosto-septiembre 2008	 Morena Mercado	30-Oct-08 09:48 AM
 Centroamérica: Creció el número de turistas en los prime...	 Morena Mercado	30-Oct-08 09:46 AM
 Incremento de confianza para reservas en línea alrededor...	 Morena Mercado	30-Oct-08 09:44 AM
 Encuesta de Ypartnership revela los motivos de vacacione...	 Morena Mercado	30-Oct-08 09:43 AM
 Sobre Definición de mecanismo para delegar el uso de la ... Resp. to: Definición de mecanismo para delegar el uso de l...	 Catalina Gordon	20-Oct-08 04:41 PM

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  = Resource

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GPN-RETCA Communication Sections

Suggestions on CCT-FEDECATUR Action Plans & Agenda Items

Critical Impediments & Possible Solutions for Implementing
Regional Routes

Central American Niche Markets and Multi-Destination
Products

Regional Tourism Promotion

Tourist Security

Other Issues & Suggestions for Advancing Regional Tourism

Issues Postings



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Regional Tourism Promotion

Issue Title:	Actualización del manual de uso de la marca Centroamérica
Entered On:	19-Nov-08 09:54 AM GMT -6
Entered By:	Morena Mercado (Administradora GPN / ST-CCT)
Details on Issue:	<p>Estimados miembros de COMECATUR:</p> <p>Adjunto los términos de referencia para actualizar el manual de uso de la marca Centroamérica, los cuales contienen las observaciones discutidas en la última reunión de COMECATUR, Guatemala.</p> <p>Mucho agradeceremos recibir sus comentarios al documento antes del 28 de noviembre, para poder continuar con el proceso de licitación.</p> <p>En caso de no recibir retroalimentación de su parte, se asumirá que los términos de referencia cumplen con sus expectativas.</p> <p>Cordialmente,</p>
Documents:	TDR's actualización de manual de uso de marca C.A.doc

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Add Feedback

Add Feedback

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FEEDBACK to ISSUE UPDATE: Regional Tourism Promotion

Use "FEEDBACK" to alert Network Members of possible remedies to the [below](#) "ISSUE UPDATE," or to provide additional examples of the described issue.

When you post a "FEEDBACK" to an "ISSUE UPDATE," an Email Alert will be sent out to all Members notifying them of your comments on the issue, and the item will be posted to the Home Page of the Network. **Members can respond to your FEEDBACK and the ISSUE UPDATE by posting their own FEEDBACK.**

CONDITIONS: Please note that all Members are required to adhere to [Conditions](#) for posting material to the Network. Click [here](#) for Member instructions and examples to ensure effective Network communications.

Title:

Comments:

CONTRIBUTE BACKGROUND DOCUMENTS TO UPLOAD (Optional):

<input type="text"/>	<input data-bbox="1239 1104 1386 1136" type="button" value="Examinar..."/>
<input type="text"/>	<input data-bbox="1239 1144 1386 1177" type="button" value="Examinar..."/>
<input type="text"/>	<input data-bbox="1239 1185 1386 1218" type="button" value="Examinar..."/>

CONTRIBUTE RELATED WEB SITE URLs (Optional):

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Belize Tourism Board

[Centroamérica](#)
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Centroamericano de Turismo (ST CCT)
Agencia de Turismo de Centroamérica,
CATA

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By Organization Type

[Regional Governmental Organizations](#)
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CATA

[National Tourism Institutes](#)
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Instituto Guatemalteco de Turismo
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Instituto Nicaragüense de Turismo
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Instituto Panameño de Turismo
Belize Tourism Board

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Jaime Campuzano, CAMTUR Panama
Edgardo Contreras, CASATUR
Denisse Funes, FEDECATUR
Andrew Godoy, BTIA
Senayda Laguna, CANATUR - Nicaragua
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Rafael Leret Castillo, CASATUR
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Turística, ST-CCT
Morena Mercado, Administradora GPN, ST-
CCT
Claudia Silva, Técnica en Integración
Turística, ST-CCT

Donor

Launch of GIN for FfD Follow-Up

- **GIN Available to Interested Governments**
 - Free GIN Subscription Service, Accessible by Internet
- **Use GIN as FfD Follow-Up Tool:**
 - Enhance Investor After-Care on Cost-Effective Basis & Investment Promotion
 - Improve Inter-Governmental Coordination & Effectiveness
 - Create “GIN Investor After Care Donor Table,” focused on country needs & enabling aid effectiveness/coordination
- **GIN Implementation Requirements:**
 - Senior Political Support
 - Integration with Governmental Functions
 - Committed Full-Time Dynamic Network Coordinator
 - Funds for Travel & Workshops

GIN SIGN UP:

- Available for Doha Bilateral Meetings
- Contact Info: *Barbara Samuels*, barbara@globalclearinghouse.org
Mitch Strohming, mitch@globalclearinghouse.org
Tel: +CANADA 1 514 747 9553



Control Panel

Global Network S... x Internet Explorer no puede...

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Information Resources

- Action Steps for CCT and FEDECATUR
- Tourism Laws, Regulations and Strategies
- Regional Tourism Products
- Information on Regional Tourism Markets
- Tourism Events
- Private Sector Tools
- Tourist Security
- Quality, Standards and Best Practices
- News on Tourism
- Manage Resources

Control Panel

- Work on Tickets
- Recommend Government Member
- Update your Profile
- Contact Us
- Share Info Update
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Administration

- Email Members











Plans & Agenda Items

Author	Date (GMT -6)
Morena Mercado	15-Oct-08 10:35 AM
Maynor Larrieu	18-Sep-08 03:18 PM
Karla María Calidonio	16-Oct-08 05:13 PM
María Amalia Revelo	16-Oct-08 11:01 AM

21 y 22 de octubre

Information Resources

[Links](#) Morena Mercado :: Central American Government-Private Sector Tourism Communication Network [Logout](#)

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Central American Government ▾

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