

**Ceremony for the Signature of the MOU between UNWTO and  
the Community of Portuguese Speaking Countries (CPLP)**

*2 December 2013, Estoril, Portugal*

Ambassador Isaac Murargy, Executive Secretary of the Community  
of Portuguese Speaking Countries (CPLP)

Mr Adolfo Mesquita Nunes, Secretary of State for Tourism of  
Portugal

Mr Alfredo Varo KaputoMr Pedro Mutindi, Secretary of State for  
Tourism of Angola

Representatives of the CPLP countries

Distinguished guests, ladies and gentlemen,

Friends of the press

Dear Friends,

Boa tarde

It is a pleasure to be in the house of the Portuguese language - a  
language spoken by around 250 million people all around the globe.  
Here, centuries of common heritage and a common vision of the  
future come together bound by the beautiful language of Camões.

It is even a bigger pleasure to do so in company of Ambassador  
Murargy, of my good friends the Secretaries of State of Tourism for  
Portugal and Angola, and of all of you representing the CPLP  
countries.

It is encouraging to see your commitment to making tourism a significant part of the work and of the cooperation agenda of this important Organization.

Dear Friends

Tourism has become one of the most significant and influential sectors in the world today.

It creates millions of jobs; generates trillions of dollars in foreign exchange; enriches lives; contributes to the understanding between cultures and drives development.

The potential to tourism to contribute to the economic growth and development in the eight Members of the CPLP - Angola, Brazil, Cape Vert, Guinea-Bissau, Mozambique, Portugal, São Tomé and Príncipe and Timor-Leste – is immense.

Today, the group of countries of the CPLP welcomes every year over 16 million international tourists – many I am sure from their respective fellow countries in the CPLP.

Tourism cooperation among the CPLP countries can, not only stimulate a better understanding of the many attractions that each country offers and promote mutual tourism flows through areas such as visa facilitation or promotional exchanges, but it can also be a true catalyst for development if anchored in areas such as education and training, investment promotion, research and innovation.

The Community of Portuguese Speaking Countries embraces countries with a wide range level of tourism development that can immensely gain from each other's experience:

- Countries such as Portugal and Brazil where tourism has developed strongly in the last decades and is today a strong component of the socio-economic fabrics;
- Countries such as Mozambique and Cape Verde where tourism has grown substantially to become a key factor in their development goals and achievements (in the case of Cape Verde tourism was no doubt one of the factors contributing to the country's graduation from the category of Least Developed Country); and
- Countries such as Angola, Guinea Bissau, São Tomé e Príncipe and Timor Leste where tourism, can be an important tool to boost development as is one of the sectors where all present important competitive advantages.

It is thus with great pleasure that UNWTO associates itself with the CPLP to accelerate the contribution tourism can have in the economies of countries of the CPLP countries, to improve the competitiveness of the respective tourism sectors and promote the exchange of knowledge and best-practices among member States of the CPLP.

Working together will make us stronger to also make the case for tourism in the CPLP with other international organizations such as the World Bank, UNESCO or other UNWTO sister agencies.

The first action of the MOU that we sign today will be the preparation of a Strategic Plan for Cooperation in Tourism of the CPLP; I trust this will be the first stepping stone in ensuring that tourism is an integral part of the cooperation agenda of the CPLP.

From our side, at UNWTO, we are fully commitment to make this a successful endeavour for all and an example of how tourism should be prioritized within international cooperation.

Thank you

Obrigado