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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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Consejo Centroamericano de Turismo - Secretaría Técnica  
Sistema de la Integración Centroamericana | Turismo

[Home](#) [About this Network](#) [Members](#) [Global Clearinghouse](#) [Links](#) [Morena Mercado :: Central American Government-Private Sector Tourism](#)



## 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



Consejo Centroamericano de Turismo - Secretaría Técnica  
Sistema de la Integración Centroamericana | Turismo

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## Recent Postings

Title	Author	Date (GMT -6)
 <a href="#">Actualización del manual de uso de la marca Centroaméric...</a>	 <a href="#">Morena Mercado</a>	19-Nov-08 09:54 AM
 <a href="#">Versión final de Presentación a Medios de Comunicación y...</a>	 <a href="#">Claudia Silva</a>	18-Nov-08 02:48 PM
 <a href="#">Centroamérica: Nueva campaña para el mercado británico</a>	 <a href="#">Morena Mercado</a>	18-Nov-08 02:27 PM
 <a href="#">Presentación de resultados CATM 2008</a>	 <a href="#">Morena Mercado</a>	07-Nov-08 11:11 AM
 <a href="#">Boletín informativo FEDECATUR octubre 2008</a>	 <a href="#">Morena Mercado</a>	07-Nov-08 11:05 AM
 <a href="#">Boletín informativo FEDECATUR, agosto-septiembre 2008</a>	 <a href="#">Morena Mercado</a>	30-Oct-08 09:48 AM
 <a href="#">Centroamérica: Creció el número de turistas en los prime...</a>	 <a href="#">Morena Mercado</a>	30-Oct-08 09:46 AM
 <a href="#">Incremento de confianza para reservas en línea alrededor...</a>	 <a href="#">Morena Mercado</a>	30-Oct-08 09:44 AM
 <a href="#">Encuesta de Ypartnership revela los motivos de vacacione...</a>	 <a href="#">Morena Mercado</a>	30-Oct-08 09:43 AM
 <a href="#">Sobre Definición de mecanismo para delegar el uso de la ...</a> Resp. to: <a href="#">Definición de mecanismo para delegar el uso de L...</a>	 <a href="#">Catalina Gordon</a>	20-Oct-08 04:41 PM

 = Update  = Feedback  = Resource

[Next >>](#)

## 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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[Home](#) [About this Network](#) [Members](#) [Global Clearinghouse](#) [Links](#) [Morena Mercado :: Central American Government-Private Sector Tourism](#)

### 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:	<a href="#">Morena Mercado</a> (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:	<a href="#">TDR's actualización de manual de uso de marca C.A.doc</a>

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# 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):

CONTRIBUTE RELATED WEB SITE URLs (Optional):

http://

http://

http://

# Members Directory

Home About this Network **Members** Global Clearinghouse Links Morena Mercado :: Central American Government-Private Sector Tourism

## Membership

Public Sector Members	Private Sector Members	
<b>By Country &amp; Region</b> <b>Belize</b> Belize Tourism Board <b>Centroamérica</b> Secretaría Técnica del Consejo Centroamericano de Turismo (ST CCT) Agencia de Turismo de Centroamérica, CATA <b>Costa Rica</b> Instituto Costarricense de Turismo <b>El Salvador</b> Secretaría Técnica del Consejo Centroamericano de Turismo (ST CCT) Corporación Salvadoreña de Turismo / Ministerio de Turismo <b>Guatemala</b> Instituto Guatemalteco de Turismo <b>Honduras</b> Instituto Hondureño de Turismo <b>Nicaragua</b> Instituto Nicaragüense de Turismo <b>Panamá</b>	<b>By Organization Type</b> <b>Regional Governmental Organizations</b> Secretaría Técnica del Consejo Centroamericano de Turismo (ST CCT) Agencia de Turismo de Centroamérica, CATA <b>National Tourism Institutes</b> Instituto Hondureño de Turismo Instituto Guatemalteco de Turismo Instituto Costarricense de Turismo Instituto Nicaragüense de Turismo Corporación Salvadoreña de Turismo / Ministerio de Turismo Instituto Panameño de Turismo Belize Tourism Board	Lourdes Bados, CANATURH Mariano Beltranena, CAMTUR Jaime Campuzano, CAMTUR Panama Edgardo Contreras, CASATUR Denisse Funes, FEDECATUR Andrew Godoy, BTIA Senayda Laguna, CANATUR - Nicaragua Maynor Larrieu, BTIA Rafael Leret Castillo, CASATUR Alberto Lopez, CANATUR - Costa Rica Epaminondas Marinakys, CANATURH Nancy Mejia, CAMTUR Nilsa Sorto, FEDECATUR Lucy Valenti, CANATUR - Nicaragua Gonzalo Vargas Alfaro, CANATURH - Costa Rica <b>ST CCT</b> Mercedes de Mena, Directora de Turismo del SICA, ST-CCT Coralia Dreyfus, Técnico en Competitividad Turística, ST-CCT Morena Mercado, Administradora GPN, ST-CCT Claudia Silva, Técnica en Integración Turística, ST-CCT <b>Donor</b>

# 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](mailto:barbara@globalclearinghouse.org)  
*Mitch Strohming*, [mitch@globalclearinghouse.org](mailto:mitch@globalclearinghouse.org)  
*Tel: +CANADA 1 514 747 9553*

# Control Panel

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 Catalina Gordon	20-Oct-08 04:4

**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
- Help
- Members Conditions
- General Terms & Conditions
- Privacy Statement

**Administration**











- Email Members

**Plans & Agenda Items**

	Author	Date (GMT -6)
y, 21 y 22 de octubre	 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

# Information Resources

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

Author	Date (GMT -6)
 <a href="#">Morena Mercado</a>	19-Nov-08 09:30 AM
 <a href="#">Claudia Silva</a>	18-Nov-08 09:30 AM
 <a href="#">Morena Mercado</a>	18-Nov-08 09:30 AM
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[Next >>](#)

### Network

Central American Government ▾

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