



ASSOCIATION MONDIALE POUR LA **FORMATION** HOTELIERE ET **TOURISTIQUE**  
WORLD ASSOCIATION FOR **HOSPITALITY** AND **TOURISM** EDUCATION AND **TRAINING**  
ASOCIACION **MUNDIAL** PARA LA **FORMACION** HOSTELERA Y **TURISTICA**

## **AMFORHT**

### **ANNUAL GENERAL ASSEMBLY 2020**

#### **MINUTES**

**Place : ESHRA, Algiers, Algeria**  
**Date : Tuesday 15 December 2020**  
**Time GMT : 13h00 to 15h30**  
**Communication : Zoom webinar at ESHRA, Lecture Theatre**

**12h30 : Reception and installation of guests in the places reserved for them**

**Some Algerian personalities honoured us with their presence, in particular:**

- **Mr. Kamel BOUCHAMA, former minister and former ambassador, writer**
- **Dr Rachid BOUARABA, president of the Hotel Investment Company - SIH**
- **Mr. Ahmed OULD-BACHIR, president of the National Federation of Hoteliers, FNH**
- **Mr. Hassen KADDACHE, president of the National Federation of Associations of Tourism Agencies, FNAT.**

#### **Attendancy**

- **25 Algerian personalities on site**
- **37 Members on Zoom**
- **15 countries represented**
- **20 Members with a connexion problem - excused at the last moment**
- **23 proxies.**

**13h00 : Words of welcome from the Algeria Delegate of AMFORHT and president of the National Association of Tourism Agencies – SNAT, Said BOUKHELIFA**

**Algeria is proud to host the AMFORHT General Assembly, despite the conditions of the global pandemic**

**There is no doubt that this great international meeting will motivate and strengthen tourism and training professionals to create new collaborations between schools and trade key actors.**

**Welcome to AMFORHT by a young lady, student of ESHRA.**

**Words of welcome from the Director General of ESHRA, Abdelatif ZAID**

**The Director presents his brand-new school, probably the most modern on the African continent today**

**He recalls the meaning of his membership in AMFORHT, and the various services that our NGO provides him.**

**Words of welcome by Dr Abderahman BELGAT, Algerian citizen, international expert, vice-president AMFORHT**

**The expert confirms the importance for Algeria of partnering with organizations such as AMFORHT in order to strengthen both its tourism offer and its ability to meet the new demands of international tourists through high quality training and education.**





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**Protocol speech by Mr. Kamel BOUCHAMA, former minister and former ambassador, writer**  
The Minister officially confirms Algeria's honour to receive AMFORHT today  
He settles the essential role of tourism in the national economy, but also in the creation of jobs, especially for Algerian youth  
He hopes that AMFORHT will support his country in the development of its tourism industry and that Algeria will provide a large network of schools within our NGO.

**Welcome speech by AMFORHT President, Mr. Philippe FRANCOIS**  
The president first of all thanks Algeria for its hospitality, even if it is unfortunately only digital in these times of the global pandemic and congratulates Saïd and Abdellatif for the magnificent work of organizing this General Assembly  
He shows his gratitude to participants for their quite difficult presence due to the closure of too many schools and universities on these dates - He also warmly thanks the young student who kindly said a few words of welcome: indeed, it is above all for the students that we are gathering in AMFORHT !  
He recalls that the overall - and original - objective of AMFORHT is to bring together what is scattered between training and professional world in the tourism, hospitality and culinary arts, around the world  
The year 2020 was a historic year on the political, professional, academic and societal levels, but he proclaims its faith in the future of tourism, both in Algeria and throughout the world  
AMFORHT's ability to bring together and strengthen each link of its chain is an opportunity for each of its Members.

**High level consideration from Mr. Francesco FRANGIALLI, former Secretary General of the World Tourism Organization (UNWTO) and non-executive chairman of AMFORHT**  
The former UNWTO Secretary General clarifies the current political context of tourism on a global scale and encourages the Members of AMFORHT to come together around their Association in order to face the new challenges of the professions of tourism and training in this sector  
It also confirms the tourism potential of North Africa in general and Algeria in particular  
Then he recalls with talent and passion some anecdotes that happened to him in connection with Algeria when he was Secretary General of the UNWTO.

**Vote on previous General Assembly report – GA hold in Paris on March 16<sup>th</sup> 2019**  
Abstention: 0 / Against: 0.

#### **President's moral report**

President first of all wishes to underline his availability to all member schools, businesses and associations in the historic crisis we are going through  
Assisted by a new Executive Board which was set up spontaneously last spring, he listened a lot and if possible advised the members who were in difficulty - a new benevolent solidarity between the members thus naturally took place this year

We currently have 819 physical members and partners in exactly 65 countries  
President expresses his gratitude to H el ene for the work she provided in the service of our Association for 5 years and welcomes our new General Delegate, Xavier, who will be assisted for a few months by Jules, an apprenticeship student, supported by Philippe's company

He recalls the global service offer proposed by our NGO and the paramount importance for everyone of being active within AMFORHT in order to make the maximum benefit from it  
He announced a few new services to come, including the now regular "Amforht Talk Shows" to maintain direct communication between president and members, and the more regular use of webinars in 2021





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He admits to regret the difficulty in collecting membership fees and the enormous work involved in reminding to members

Finally, he thanks his close team, the Executive Board, which works in an excellent atmosphere of trust and motivation and at a steady pace !

Vote on President's moral report: Abstention: 0 / Against: 0.

#### General delegate report

Xavier FAURE thanks AMFORHT members for their trust & confidence while he took over Mrs Verdet duties in September 2020

He has been working since mainly on membership fees raising. He also undertook, with the assistance of Jules, to set up a Newsletter format and to send it on a monthly basis, in order to keep informed all our members regarding Training, Tourism and Hospitality. He is also setting on a much more regular basis mailing to all our members regarding internal events, like AMFORHT Talk Shows, webinars and new online conferences

The General Delegate asks all members to commit themselves to pay their membership fees during the first quarter of 2021, so we all could focus on much more interesting projects, like implementing online training, in order to allow every member to share their talents and also benefits from others talents

Finally, he underlines his availability to all member schools, businesses and associations in the historic crisis we are going through.

#### Vice-president in charge of communication's report

Moez KACEM presents his report emphasizing that our communication policy is diversified and relying on both online and off-line channels. In fact, regular publications are made on API, Facebook and LinkedIn. Besides, since 2 years we launched our TV channel but only few videos were posted right now. We should work on the adequate content for this tool and we ask today to Members to suggest content ideas.

Recently, we decided to make interviews of our Board members starting by the Executive Board ones. The activity on social media is growing up but at a slow rhythm. It remains important to think about sponsoring some events or the official page.

However, the off-line channel is related to press and other media publications. Our press releases decreased this year due to the cancellation of our annual forum previously planned in Seoul but finally postponed.

AMFORHT's communication policy is favourable to use both English and French. The major part of publications is concerning directly AMFORHT's activity but we communicate also on the news issued from the UNWTO or from our partners such as PATA, SKAL, ...

During the General Assembly, statistics linked to our communication strategy and some recommendations to improve our performance were presented (presented on API).

#### Vice-president in charge of finances' report

Didier ARGENCE presents current budgets (in Euros) :

- 2019 budget final: expenses : 37 061 / incomes : 27 347 / loss : 9 714
- 2020 budget in progress: expenses : 31 019 / incomes : 20 486 / loss : 10 533
- 2021 provisional budget: expenses : 20 340 / incomes : 26 100 / profit : 5 760
- current patrimonial fund: 11 485.

#### Comments:

- the previous economic organization of the general secretariat had become impossible due to the difficulty of collecting contributions
- the change in the organization of this function now gives us greater peace of mind
- the other management costs are reduced to the maximum for the moment
- we have maintained the patrimonial fund thanks to the profit generated by the Paris Forum.





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**Report of our statutory auditor, Mr. Xavier LE BOUCHER**

Xavier controlled all the accounts of the Association and wrote his report in due time these last days - Due to his inability to participate in this General Assembly, his report is read by Saïd BOUKHELIFA, host of the assembly

No problems or particular questions have been detected by the statutory auditor.

**Vote on vice-president in charge of finances' report: Abstention: 0 / Against: 0.**

**Report of AMFORHT China Delegate, Mr. George QIAO**

Our Delegate in China, George QIAO, assisted by Frances, promoted AMFORHT in two annual conferences this year in China via videos, with the personal and loud support of AMFORHT president. One was a hospitality college conference and the other one was a professional sommeliere conference, both promoted between hospitality and tourism universities, colleges and training institutions

A special emphasis has been made on improving the joining process for Chinese members within a special organization set up with the president in order to anchor ourselves in Chinese culture and facilitate the next official recognition of AMFORHT in China

China Delegate regularly takes care to maintain contact with members in China. Training centers, professors, teachers are regularly invited to join our webinars, such as the World Leadership online Conference in Seoul lately

Main promotion materials in Chinese language have been updated.

**Report of AMFORHT Federation of Russia Delegate, Mr. Denis CHISTYAKOV**

AMFORHT was promoted at AMFORHT Russian Federation Annual Conference (ARFAC) 2020 titled "*Business Strategies for Tourism and Hospitality in the Global Digital Economy*" with almost 300 people present. The ARFAC 2021 is set to happen in March 2021 online due to the pandemic crisis and travel restrictions

We're adding information on AMFORHT in our promotional materials aimed at our local academic community and students

Mr. Denis CHISTYAKOV also participated in the first interview with Mr. Xavier FAURE for the AMFORHT Mailing List October 2020 and took part in joint AMFORHT and Skål International online event on October 1<sup>st</sup>, 2020.

**Report of AMFORHT ERASMUS+ Delegate from Scuola Centrale Formazione, Mrs. Lorena SASSI**

The group of schools Scuola Centrale Formazione, in Italy, is well known at AMFORHT to be one of the best specialists in setting up Erasmus + files. This is how Lorena and her team proposes to advise AMFORHT members who would like to set up this type of dossier - soon we will organize a webinar on this topic.

**Election of half of the Board [ reminder of our Statutes: every two years, half of the Board members are elected for a 4-year term mandate ]**

President expresses his satisfaction on the number and the quality of the candidatures received, following the various calls for application in his last writings and speeches

To the 16 members elected for the 2018-2022 period, president presents 15 candidates

Each candidate presents him(her)self in 1 minute

If these are elected, our Board will then count :

31 Board members from 21 countries [ Europe : 6 / Asia : 6 / Africa : 5 / South America : 2 / North America : 2 ]

President proposes a group vote for the 15 candidates

**Vote on list: Abstention: 0 / Against: 2 (1 member with 2 proxies including 1 out of order)**

**Complete new list with details on API (Amforht Platform on Internet)**





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**President invites each of former and new Board Member to be active in our association - being elected to the Board is a commitment to serve our Network and not a simple business card.**

#### **Upcoming AMFORHT events**

- **Feedback on the ALC Seoul Forum and connection issues : on November 11<sup>th</sup> , large AMFORHT conference organized at the initiative of Ambassador Young-Shim DHO, in the context of the ALC [ <https://alc.chosun.com/en/> and <https://alc.chosun.com/schedule/schedule.html> ] Korea, under the chairmanship of the Minister of Tourism of Korea and moderated by president of AMFORHT - 200 international VIP political and business figures participated at this event**
- **AMFORHT Forum 2021 in Korea : due to international health circumstances, we are not sure we can organize the Seoul Forum at the end of April 2021 as is currently planned - we may have to postpone it until autumn 2021**
- **Federation of Russia regular annual AMFORHT conference : from end of January, the conference could be postponed in spring 2021 (see above)**
- **China regular annual AMFORHT conference : planned end of August, as usual**
- **President invites participants, and in particular Country Delegates, to organize a national conference each year at the same time**
- **Quarterly AMFORHT open Talk Shows**  
Reminder: **ATS = "Amforht Talk Shows" : 20mn presentation by an Expert-Member + 20mn debate on the topic + 20mn free discussion with President and participants**  
Following the success of the firsts ATS, it is proposed to organize them now quarterly –  
Next ATS : on March 15<sup>th</sup> - please look at next Newsletter
- **Board meetings : quarterly, next on January 25<sup>th</sup> – on ZOOM - please look at next Newsletter**
- **Executive Board meetings : as usual now, every third Monday of the month.**

**President closes the 2020 AMFORHT General Assembly in Algiers at 15h30 GMT by thanking again Saïd, Abdelatif and the entire Algerian team for their hospitality.**

#### **PRESS REVIEW**



201227 - Revue de  
presse - L'EXPRESSION

L'EXPRESSION - <https://www.lexpressiondz.com/nationale/alger-mecque-du-tourisme-339111>

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DZ ENTREPRISE – 14.12.2020  
Tourisme: L'AG de l'Amforht aura lieu demain à Alger  
<https://www.dzentreprise.net/ag-mondiale-amforht-alger>





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## Al watan – 17.12.2020

L'Algérie rayonne avec flamboyance à l'international.

Le mardi 15 décembre 2020 a eu lieu à l'Ecole Supérieure d'Hôtellerie et Restauration 'ESHRA Ain-Benian Alger, par visio-conférence l'Assemblée générale de l'Association Mondiale pour la formation hôtelière et touristique AMFORHT, créée en 1969, sous l'égide de l'OMT, et qui compte plus de 600 membres et elle est présente dans 70 pays. Saïd Boukhelifa son délégué pour l'Algérie et membre du conseil d'administration, a ouvert la séance protocolaire devant un parterre de personnalités algériennes du secteur touristique. Une vingtaine. Une belle vidéo promotionnelle de la destination Algérie fut projetée à l'endroit de la cinquantaine de participants étrangers à cette visio-conférence de Chine, Russie, Italie, Espagne, France, Belgique, Thaïlande, Québec-Canada, Tunisie, etc. Ensuite Monsieur Zaid Abdelatif DG de l'ESHRA présenta son école, ses capacités, ses performances et les perspectives de partenariat avec l'AMFORHT. Puis Philippe François Président de cette prestigieuse Association Mondiale fit un magistral discours sur la formation qui doit être au cœur des préoccupations des décideurs de chaque pays à vocation touristique. Ses propos furent humanistes et amicaux en direction de l'Algérie dont il loua les immenses potentialités touristiques qui ont besoin de plus de visibilité et de lisibilité, le tout adossé à un grand plan de développement dans la formation. Ensuite Francesco Franciali, ancien secrétaire général de l'Organisation Mondiale du tourisme OMT Madrid, durant trois mandats souligna l'importance de la formation des ressources humaines dans l'hôtellerie et le tourisme. Dans cette optique c'était pour lui, des programmes multiples et permanents. Il évoqua une anecdote "qu'il avait participé aux assises nationales et internationales du tourisme en 2008, au Palais des Nations/Club des Pins, malgré l'opposition de Ban Ki Moon, SG de l'ONU à l'époque qui lui déconseilla fortement d'aller prendre des risques à Alger où la représentation de l'ONU fut l'objet d'un attentat terroriste à la bombe.

In fine cette AG de l'AMFORHT par visio-conférence fut d'un grand impact promotionnel pour l'ESHRA et pour la destination Algérie. Elle devait se faire physiquement par la présence effective des participants. Comme elle a eu lieu en 2010 à Rio de Janeiro, en 2010, Chypre en 2011, Tunis 2013, Bologne 2014, Palma de Majorque 2015, Mexico 2016, Montréal 2017, Luxembourg 2018, Paris 2019, Alger 2020, par visio-conférence, cause pandémie. Un grand coup de pub et de promotion pour l'ESHRA, la SIH et la destination Algérie.  
Dambo Decollo.





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**ANNUAL GENERAL ASSEMBLY 2020**  
**ESHRA College, Algiers, Algeria**  
**Tuesday 15 December 2020**

