KARIBU-KILIFAIR 2024 | Panel Discussions





Moderator

Faith Frank

Hello Panelists! I'm Faith Frank your moderator for KARIBU-KILIFAIR 2024's dynamic panel discussions. With a passion for insightful dialogue, I'm here to guide our conversations, ensuring they're engaging, respectful, and productive. I'm excited to facilitate meaningful exchanges that inspire and inform. I look forward to collaborating with you to make our discussions impactful and enriching for all participants.



Dr. Ella M. Kadas

Friday 7th - 14:00 hrs

Dr. Ella is the Co-Founder and CEO of Nocturne GmbH, a health tech company, and a Partner at ninu.world, a German-Tanzanian startup. Ninu.world offers healthy snacks made from Tanzanian ingredients, produced to German quality standards, and wrapped in unique sustainable packaging. Ella understands the critical role of natural superfoods in maintaining fitness and health.





Serengeti Visitor Center Re-Imagined

Patricia McCauley Terhell

Saturday 8th - 11:00 hrs

Coming soon: The Iconic Migration Experience in Serengeti National Park is getting an update. Funded by a Tanzanian-German agreement, the revitalized venue will feature 800 meters of natural trails, a 3000 m² landscaped area, and new exhibits for all ages and interests while maintaining its peaceful and natural ambiance. A journey with all senses through the Serengeti eco-system.



Greener Tourism Strategies for Tanzania

Melissa Foley

Saturday 8th - 13:00 hrs

Melissa Foley leverages 20+ years in corporate marketing, global travel, and NGO consulting to promote ethical travel. Through All About Africa Consulting, she fosters collaborations among diverse stakeholders to advance sustainable tourism, emphasizing community protection, natural resources, and cultural preservation in the African tourism industry.



Youth - The Future of our Tourism

Kombo Dhikiri Kombo

Saturday 8th - 15:00 hrs

Kombo, CEO of the Zanzibar Association of Tour Operators, has a Tourism Marketing & Management degree and has worked in the industry since 2014. He transitioned from office attendant to tour guiding, sales, and marketing. Since 2018, he has advised over 100 youths on tourism careers and entrepreneurship.



Masegeri Rurai

Sunday 9th - 11:00 hrs

Masegeri Rurai, FZS Programme Manager for the Serengeti Ecosystem Conservation Programme base in Serengeti National Park. FZS works with TANAPA to support Rhino protection, Human wildlife conflict mitigation and villages land use plans in adjacent districts. The FZS Conservation programm aims to address the biodiversity threats while promoting conservation compatible livelihoods.





Sunday 9th - 14:00 hrs

Fransisca Masika, is the owner and Managing director of Nature Responsible safaris in Tanzania and Germany.

Women for Strong and Sustainable Tourism

This company started working in Tanzania in 2012 and in Germany in 2016. She is a wife and mother of five children and believes in strong and sustainable tourism for future generations.



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