

All2Africa International Heritage, Tourism, Hospitality and Lifestyle Marketplace 2026



Venue: The Latymer Great Hall
Hazelbury Road, Edmonton, London N9 9TN (Proposed)
Expected Attendance: 100–150 invited guests

Vision

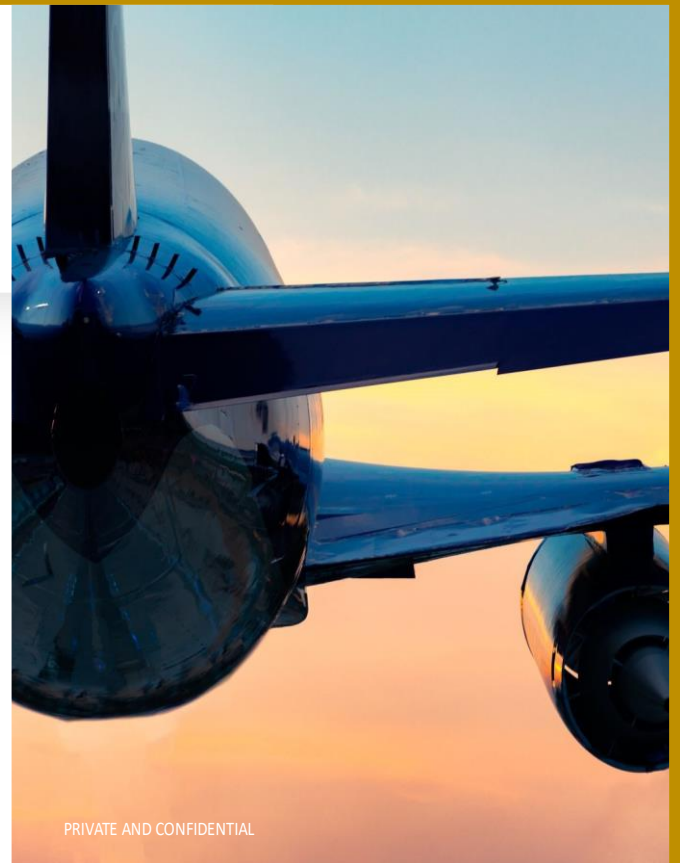
To establish London's premier international platform that connects people, heritage, tourism and opportunity through cultural diplomacy, education and sustainable partnerships.

Mission

To promote international tourism and cultural understanding by creating partnerships between embassies, tourism boards, businesses, educational institutions, local communities and future tourism professionals.

The All2Africa International Heritage, Tourism, Hospitality and Lifestyle Marketplace 2026 has been created as an annual platform that celebrates international heritage while promoting tourism, investment, education and sustainable partnerships.

The inaugural showcase will bring together diplomatic missions, national tourism organizations, airlines, educational institutions, travel professionals, businesses, community organizations and young people to strengthen international collaboration and inspire future travel.



PRIVATE AND CONFIDENTIAL

The ALDEA Philosophy

At the heart of All2Africa is the **ALDEA Philosophy**, inspired by the Spanish word *Aldea*, meaning *Village* or *Community*. We believe that tourism is about people, belonging, culture, heritage and shared experiences.

Our vision is to build a tourism **village**, that connects countries, communities and organisations through tourism, hospitality and cultural exchange.

The ALDEA Framework guides our work:

A – Attend international networking and cultural events.

L – Launch partnerships, destinations and new opportunities.

D – Develop people, businesses and communities.

A – Attract visitors, investment and collaboration.

E – Establish sustainable partnerships and lasting impact.

Objectives

The International Tourism Marketplace aims to:

- Promote tourism destinations and visitor experiences.
- Strengthen tourism diplomacy through embassy and tourism board participation.
- Celebrate international heritage and cultural diversity.
- Encourage travel and tourism between the United Kingdom and participating countries.
- Create business networking and investment opportunities.
- Promote tourism education and professional development.
- Inspire young people 18+ to consider careers in tourism and hospitality.
- Support community cohesion through cultural exchange.
- Build long-term strategic partnerships.

Target Participants

The Marketplace welcomes participation from:

- Embassies
- High Commissions
- National Tourism Boards
- Ministries of Tourism
- Destination Marketing Organisations
- Airlines

- Hotels and Resorts
- Tour Operators
- Travel Agencies
- Universities
- Colleges
- Schools
- Cultural Organisations
- Chambers of Commerce
- Investors
- Community Organisations
- Local Authorities
- Tourism Professionals
- Students 18+
- Diaspora Communities
- Media

Event Programme

International Tourism Exhibition

Countries and organisations will showcase destinations, tourism products, visitor experiences and investment opportunities.

Cultural Showcase

Traditional music, dance, fashion, arts and cultural performances celebrating international diversity.

Destination Presentations

Short presentations introducing participating countries, tourism campaigns and travel opportunities.

Travel and Tourism Networking

Networking opportunities connecting diplomatic missions, tourism organisations, businesses and education providers.

Young People 18+ Tourism Corner

Interactive sessions introducing young people to careers in tourism, hospitality, aviation and international business.

Benefits of Participation

Participating organisations will benefit from:

Destination Promotion

- Showcase national tourism products and experiences.
- Promote visitor attractions and investment opportunities.
- Increase destination awareness within the UK market.

Business Development

- Meet prospective travellers.
- Connect with travel professionals.
- Build commercial partnerships.
- Develop relationships with educational institutions.

Cultural Diplomacy

- Promote national heritage.
- Strengthen people-to-people relationships.
- Celebrate cultural diversity.
- Enhance international understanding.

Brand Visibility

Participants will receive:

- Exhibition space.
- Recognition in the event programme.
- Promotion on All2Africa social media platforms.
- Website recognition.
- Professional event photography.
- Opportunities for media exposure.

Community Partnership Initiative

Community organisations are invited to become **Community**

Partners and are encouraged to:

- Promote the event through newsletters and social media.
- Share the event within WhatsApp groups and community networks.
- Invite **their members** to attend.
- Encourage young people 18+ participation.
- Support intercultural dialogue and community engagement.

Community Partners will be recognised during the event and across All2Africa's communication platforms.

Embassy and Tourism Board Participation

Embassies, High Commissions and National Tourism Boards are invited to:

- Host an exhibition stand.
- Promote tourism destinations.
- Display brochures and promotional materials.
- Share investment and educational opportunities.
- Deliver a short destination presentation.
- Invite up to **5 guests** from diplomatic, business, education or diaspora networks.
- Promote the Marketplace through their communication channels.

Marketing Strategy

The event will be promoted through:

- Embassy and Tourism Board networks.
- Community organisations.
- Universities and colleges.
- Local authorities.
- Business associations.
- Travel industry partners.
- Social media campaigns.
- Local and ethnic media.
- Community ambassadors.
- Faith organisations.

Partnership Opportunities

All2Africa is currently seeking:

- Strategic Partners
- Destination Partners
- Sponsorship Partners
- Airline Partners
- Hospitality Partners
- Education Partners
- Media Partners

- Community Partners

Partners will have the opportunity to help shape the future of this annual international showcase while increasing their visibility and strengthening engagement with UK and international audiences.

Expected Outcomes

The inaugural showcase aims to achieve:

- Participation from **embassies, tourism boards and partner organisations.**
- Attendance of **100–150 visitors.**
- New tourism and business partnerships.
- Increased destination awareness.
- Enhanced cultural exchange.
- Young people 18+ engagement in tourism careers.
- A strong foundation for an annual international showcase in London.

We warmly invite Embassies, High Commissions, National Tourism Boards, airlines, educational institutions, businesses and community organisations to join us in shaping the inaugural **All2Africa International Heritage, Tourism, Hospitality and Lifestyle Showcase 2026.**

Together, we can celebrate our cultures, inspire travel, strengthen partnerships and create new opportunities through tourism, heritage and international collaboration.

Dr. Kuda Felicia Munjaidi is a tourism development specialist, educator and founder of **All2Africa Ltd.** She has over 30 years of experience in tourism, hospitality and destination promotion, including serving as Tourism Officer for Zimbabwe in the United Kingdom, Ireland, Scandinavia and The Baltics. She is now a Travel and Tourism Lecturer and leads All2Africa's work connecting people, heritage, tourism and opportunity through international

partnerships, cultural exchange, education and community development.

Contact

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🌐 www.all2africa.com

A graphic for the 'Annual Platform for Global Connection'. It features a large white circle on a yellow background. Inside the circle, the title 'Annual Platform for Global Connection' is written in a bold, black serif font. Above and below the title are horizontal lines with a diamond in the center and two dots to the right. Below the title, the subtitle 'Celebrating heritage, unlocking opportunity' is written in a smaller, brown serif font. Underneath the subtitle, a line of text reads 'Tourism, investment, education and sustainable partnerships in one international platform.' The background of the circle shows a faint, stylized landscape with mountains and trees. To the right of the circle, there is a vertical strip with a dark brown background and a repeating geometric pattern in a lighter brown color.

Annual Platform for Global Connection

Celebrating heritage, unlocking opportunity

Tourism, investment, education and
sustainable partnerships in one international platform.