



**ITB**  
BERLIN



## ANGOLA – THE RHYTHM OF LIFE

Angola, Africa's best-kept tourist secret, is where roaring waterfalls, untouched rainforests, vast deserts, and vibrant cultures meet. From the mighty Kalandula Falls, Africa's second-largest, to the infinite dunes of the Namib Desert and the wild Atlantic coastline, nature follows its own steady rhythm.

Life in Angola pulses through streets, markets, and ceremonies, shaped by over 100 ethnic groups. Rituals, folklore, and music – Kizomba's gentle melodies, Semba's lively stories, and Kuduro's fast urban beats – give the country its heartbeat. From bustling Luanda to remote villages, music and culture express the creativity, joy, and identity of the Angolan people.

With the slogan "The Rhythm of Life", Angola celebrates these unique rhythms and invites travelers to experience them firsthand.

Experience Angola live – hall 21 | 112  
Contact: [angola@klebergroup.com](mailto:angola@klebergroup.com)

*Host Country: Angola*

# THE RHYTHM OF LIFE.

**OFFICIAL HOST COUNTRY**  
ITB BERLIN 2026

A brand of  
**MESSE  
BERLIN**

## MONDAY, 2 MARCH 2026

**10.00 a.m.**

### ITB Berlin Opening Press Conference

CityCube Berlin, A3

#### Podium

- Dr. Mario Tobias, CEO, Messe Berlin
- H.E. Márcio de Jesus Lopes Daniel, Minister for Tourism of the Republic of Angola
- Apostolos Tzitzikostas, EU Commissioner for Sustainable Transport and Tourism
- Mitra Sorrells, Senior Vice President Content, Phocuswright
- Albin Loidl, President, Deutscher Reiseverband (DRV)

**6.00 p.m.**

### OPENING GALA ITB BERLIN 2026 CITYCUBE BERLIN

(by invitation only)



During the Opening Gala, Angola will showcase its vibrant culture, rich heritage, and stunning natural beauty. A blend of official addresses, cultural performances, and visual content will make the evening a unique experience. The menu, created especially for the occasion, has been designed by Michelin-starred chef Helt Araujo, who has travelled from Angola specifically for the opening gala.

**6.00 p.m.**

### Opening Speeches

#### Speakers:

- **Kai Wegner**, Governing Mayor of Berlin
- **Dr. Christopher Ploß**, Federal Government Coordinator for the Maritime Economy and Tourism
- **Gloria Guevara**, President & CEO, World Travel & Tourism Council (WTTC)
- **Shaikha Nasser Al Nowais**, General Secretary, UN Tourism
- **Dr. Mario Tobias**, CEO, Messe Berlin GmbH
- **S.E. Márcio Daniel**, Minister for Tourism of the Republic of Angola
- **S.E. José de Lima Massano**, Minister of State of the Republic of Angola

## TUESDAY, 3 MARCH 2026

**9.30 – 9.45 a.m.**

### ITB Berlin Opening – Ribbon Cutting Ceremony

Angola Booth, hall 21 | 112

**2.00 p.m.**

### Official Angola Press Conference

CityCube Berlin, A1

The press conference will provide insights into the country's tourism vision, outlining how tourism is being positioned as a driver of sustainable development, improved infrastructure, and long-term value creation. A brief outlook on Angola's international initiatives in 2026, including the Global Tourism Forum – Investment Summit scheduled for May in Luanda, will follow. The press conference will conclude with a Q&A session.

#### Speaker:

- H.E. Márcio de Jesus Lopes Daniel, Minister for Tourism of the Republic of Angola
- Registration required at [kai.simon@klebergroup.com](mailto:kai.simon@klebergroup.com)

**3.35 – 4.20 p.m.**

### Future Track, The Global Roundtable: Leading Tourism into Balance

ITB Berlin Convention, hall 7.1a, Orange Stage

Angola, along with representatives from UN Tourism and WTTC, will be present at the traditional Global Roundtable. The discussion will be moderated by Marianne Evenstein (Deutsche Welle) with the motto "The Global Roundtable: Leading Tourism into Balance"

**5.00 p.m.**

### Kizomba Dance Lessons

Angola Booth, hall 21 | 112

Every day, our dancers from Angola invite to experience the rhythm, energy, and joy of Angolan dance. Join us in embracing the "Rhythm of Life" first hand.





**THURSDAY, 5 MARCH 2026**

**12.00 p.m.**

**B2B Speed Dating with Angolan Sub-Exhibitors**

**Angola Booth, hall 21 | 112**

Angola Tourism Board will host an Angola Speed Dating session at ITB Berlin 2026, bringing together trade partners and Angolan tourism stakeholders in a dynamic networking format. Representatives from DMCs, hotels, national parks, and TAAG Angola Airlines will present new and established tourism products, offering first-hand insights into one of Africa's emerging destinations, accompanied by an African-inspired box lunch.

Registration required at [angolatrade@klebergroup.com](mailto:angolatrade@klebergroup.com)

**WEDNESDAY, 4 MARCH 2026**

**10.30 a.m.**

**Destination Track, Opening & Welcome**

**ITB Berlin Convention, hall 7.1b, Blue Stage**

Official opening of the Destination Track, where Angola will present itself with a brief welcome address.

**5.30 p.m.**

**A Taste of Angola – Happy Hour**

**Angola Booth, hall 21 | 112**

(by invitation only)

A networking with Angolan representatives during a happy hour hosted at the booth with authentic food and dance performances. The evening will feature authentic Angolan cuisine, a tasting of Caxaramba rum, and traditional music and dance, providing an immersive cultural experience beyond the trade fair setting.

**7.00 p.m.**

**ConneXion Tourism Night**

**MAAYA BERLIN, Revaler Str. 99, 10245 Berlin**

(by invitation only)

Angola will be a main sponsor for the networking event for young tourism professionals, organized by ITB and BTW. With an on-stage presence including a speech by the Minister of Tourism and a dance performance, plus on-site branding through bars, a dedicated networking area, and a branded Teledisco, Angola will persuade the "Rhythm of Life".

