

**Memorandum of Understanding**  
**Between**  
**American Chamber of Commerce in Guyana**  
**and**  
**Guyana Tourism Authority**

This Memorandum of Understanding (MOU) sets the terms and understanding between the American Chamber of Commerce in Guyana (AmCham Guyana) and the Guyana Tourism Authority (GTA) to increase to preservation, protection and promotion of sustainable tourism in order to maximize socio-economic and conservation benefits for all Guyanese with an emphasis on fostering investment opportunities for American businesses and collaboration with Guyanese owned and operated tourism businesses.

**Background**

The United Nations World Tourism Organization's 156 member-states adopted the Chengdu Declaration in September of 2017, formally recognizing the actual and potential contribution of tourism to all 17 Sustainable Development Goals (SDGs). Tourism is widely recognized as one of the fastest growing economic sectors in the world, and within this nature and cultural tourism is in especially high demand, increasing the value placed on natural and cultural heritage, generating funds for protection and conservation and when it is well managed, empowering host communities and benefitting residents and visitors alike.

The Government of Guyana is pursuing a Green State agenda. The partnership between AmCham Guyana and the GTA is important, as there is potential to improve the enabling environment for tourism enterprise development and create a positive policy environment so that tourism can deliver a lasting economic, social and ecological benefits to the people of Guyana.

The partnership will help AmCham Guyana to improve business in Guyana through the promotion of America-Guyana trade and business, and will help the GTA to develop and promote sustainable tourism in Guyana through collaboration to maximize local socio-economic and conservation outcomes and improve the visitors' experience.

**Purpose**

The purpose of this MOU is to help AmCham Guyana and GTA to improve the enabling environment for tourism enterprise development, create a positive policy environment, and improve business in Guyana in order to maximise the socio-economic

outcomes from Guyana's tourism sector. The above aims and goal will be accomplished by undertaking the following activities:

#### **Activities of AmCham Guyana and GTA**

- AmCham Guyana and GTA will work together to identify and prioritise policy recommendations and secure input and support from key stakeholders.

#### **Activities of AmCham Guyana**

- AmCham Guyana will promote tourism opportunities to its audience through the use of marketing collateral and messaging provided by the GTA.
- AmCham Guyana will identify opportunities for the GTA to secure support for sustainable development projects that are aligned with the Green State Development Strategy through its members corporate social responsibility initiatives.

#### **Activities of GTA**

- The GTA will provide marketing collateral and messaging to AmCham Guyana and will present at select AmCham Guyana events.

#### **Reporting**

The AmCham Guyana and GTA will meet at least twice annually to advance their intentions related to this MOU and provide one another with updates on agreed upon actions and outcomes

#### **Funding**

This MOU is not a commitment of funds, but it is a mutual understanding of the parties to pursue funding and allocate human resources in order to achieve the aims and obligations outlined herein.

#### **Duration**

This MOU is at-will and may be modified by mutual consent of authorized officials from AmCham Guyana and the GTA. This MOU shall become effective upon signature by the authorized officials from the AmCham Guyana and the GTA and will remain in effect until modified or terminated by any one of the partners. In the absence of mutual agreement by the authorized officials from AmCham Guyana and the GTA this MOU shall end upon termination by either party in writing.

#### **Contact Information**

American Chamber of Commerce in Guyana (AmCham Guyana)

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President

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Guyana Tourism Authority

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Position: Director

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### **Confidentiality**

AmCham Guyana and GTA each agree that the Parties shall not disclose any matter, information or documents which may come to their knowledge or possession by reason of joint participation under this MOU.

### **Termination**

This MOU may be terminated at any time by written agreement of the AmCham Guyana. This MOU shall be in force for a period of one year or until renewed by both parties, whichever is later.

### **Amendment**

The MOU may be amended by a formal written amendment executed by the AmCham Guyana and GTA.

### **Notices**

All notices required to be served pursuant to this MOU shall be made in writing to the addresses outlined in this MOU.

### **Law and Jurisdiction**

The validity, construction and performance of this MOU shall be governed by the laws of the Co-operative Republic of Guyana and shall be subject to the exclusive jurisdiction of the courts of the Co-operative Republic of Guyana to which the Parties hereby submit.

### **Existing Agreements**

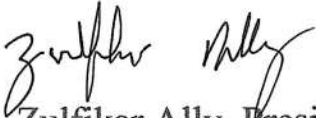
Nothing in this MOU shall prejudice the existing relationship or agreement that each party has with any other party.

AGREED by the Parties through their authorised signatories the date and year stated above.



Brian T. Mullis, Director  
Guyana Tourism Authority

Date: OCT. 25<sup>TH</sup>, 2019



Zulfikar Ally, President  
American Chamber of Commerce in Guyana

Date: 2019-10-25