

Forum on Tourism & Economic Development

Within the framework of the 16th General Assembly of ORU Fogar

Organized by



Cuenca, Azuay · Ecuador

July 2–4, 2026

International event

About the event

The only international forum where regional governments and global organizations meet to shape the future of tourism.

Held within the ORU Fogar General Assembly — the highest decision-making body of a network of 900+ regions across 5 continents — the Glocal Forum brings together governments, international organizations, the private sector, and academia over 3 days of high-level sessions, panels, and strategic networking.

Regional government

International Organizations

Private Sector

EVENT AT A GLANCE — PROJECTED IMPACT

500+

Expected attendees

Regional leaders, experts & private sector

40+

Countries represented

Across 5 continents

20+

Expert speakers & panelists

International & regional voices

7+

Thematic panels & sessions

Over 3 full days

3 days

High-level sessions

Open to sponsors & institutional guests

Why this matters for an international organization

Access to over 900 regional governments

Direct contact with key decision-makers across Europe, Latin America, Africa, and Asia.

Strategic presence in Latin America

Cuenca is a UNESCO World Heritage city—strong symbolic value and regional media coverage.

Public–private dialogue at the highest level

A unique setting to position your institution alongside governments and multilateral institutions.

Brand visibility across all channels

Logo on main stage, press backdrop, credentials, social media, and the official website.

Forum AGENDA — KEY TOPICS

Sustainable tourism & destination competitiveness

Best practices and innovation to position destinations globally.

Regional economic development & investment

How tourism drives local growth and attracts capital.

Innovation & territorial cooperation

Technology and cross-border strategies for tourism development.

Cultural & natural heritage valuation

Protecting heritage while leveraging it as an economic asset.

WHO ATTENDS

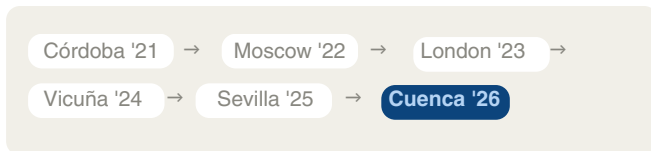


SPONSORSHIP PACKAGES

| | |
|--|---|
| <p>Platinum</p> <p>Mainstage · press backdrop · social media · website · credentials · panelist opportunity (Seat at a high-level thematic panel)</p> | <p>USD 12,000</p> <p><i>Early bird: USD 10,000</i></p> |
| <p>Gold</p> <p>Mainstage · entrance arch · social media · website · panelist opportunity (Seat at a high-level thematic panel)</p> | <p>USD 6,000</p> <p><i>Early bird: USD 5,000</i></p> |
| <p>Silver</p> <p>Entrance arch · social media · virtual exhibition · promotional flyer</p> | <p>USD 4,000</p> <p><i>Early bird: USD 3,000</i></p> |
| <p>Bronze</p> <p>Website listing · virtual exhibition · entrance arch</p> | <p>USD 3,000</p> <p><i>Early bird: USD 2,000</i></p> |

* Early bird pricing applies 60 days in advance of the event.

INTERNATIONAL TRACK RECORD



WHY CUENCA, AZUAY

UNESCO World Heritage city

Internationally recognized cultural heritage and urban identity.

Regional & international connectivity

Well-connected hub with strong infrastructure for large-scale events.

Institutional stability

Reliable local governance and a vibrant academic-business ecosystem.

Growing tourism destination

Strong positioning and growth potential in the South American market.

KEY INSTITUTIONAL ALLIES

Across previous editions, the Forum has worked with recognized institutions, governments, and private-sector partners to ensure quality, legitimacy, and measurable impact.



Contact us today to secure early-bird rates and premium branding spaces

glocalforum@glocalinternational.org
www.glocalinternational.org

Secure your sponsorship package and join a platform that connects organizations with governments and decision-makers across 5 continents.

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DETAILED DELIVERABLES BY CATEGORY

| | Platinum | Gold | Silver | Bronze |
|---|----------------------|---------------------|---------------------|---------------------|
| PRE-FORUM | | | | |
| Logo on official website (Exhibitors section) | Very prominent | prominent | Medium | Small |
| Link from the official website | | | | X |
| Logo on social media as a sponsor | Very prominent | prominent | Medium | Small |
| Advertising banner on event website | 1 | 1 | - | - |
| Promotional flyer on social media | 2 | 1 | 1 | - |
| DURING THE FORUM AT THE VENUE | | | | |
| Logo on all official signage | | | X | X |
| Logo on main stage backdrop | | | | |
| Logo on Press backdrop | | | | |
| Logo on event credentials/badges | | | X | X |
| Logo at the Convention Center entrance arch | Very prominent | prominent | Medium | Small |
| Logo in the symposium poster area | | | | - |
| GLOCAL Panelist | | | - | X |
| VIRTUAL EXHIBITION | | | | |
| Brand presence in sponsor info area | Very prominent | prominent | Medium | Small |
| Institutional logo on entrance hall floor | | - | - | - |
| Brand presence on press backdrop | | | | |
| INVITATIONS / ACCREDITATIONS | | | | |
| Complimentary event passes | 10 | 5 | 3 | 2 |
| Value | USD 12,000.00 | USD 6,000.00 | USD 4,000.00 | USD 3,000.00 |
| <i>Early Bird Price (60 days)</i> | USD 10,000.00 | USD 5,000.00 | USD 3,000.00 | USD 2,000.00 |