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Launch of mentoring process of Intercultural Innovation Award first winner by World Tourism Organization

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The United Nations Alliance of Civilizations and the BMW Group have initiated the one-year support phase to winners of their joint initiative, the Intercultural Innovation Award. Aziz Abu Sarah, director of the first winner project, MEJDI Tours , has been invited to Madrid by Taleb Rifai, Secretary General for the World Tourism Organization (UNWTO). The UNWTO will mentor MEJDI Tours and help them expand and replicate to other regions.

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