



**CORAL TRIANGLE
INITIATIVE**
ON CORAL REEFS, FISHERIES
AND FOOD SECURITY



Sustainable Bussiness Forum

*Tourism For Conservation : Unlocking The Blue Economy
of The Coral Triangle*

Manado, North Sulawesi, Indonesia

June 2026



In conjunction with Coral Triangle Day 2026 and the Manado Marine Eco-Tourism Festival



Tourism For Conservation : Unlocking The Blue Economy of The Coral Triangle

CTI-CFF Sustainable Business Forum 2026 reflects the powerful connection between sustainable tourism and marine conservation as complementary forces driving the Coral Triangle's blue economy. It positions eco-tourism not merely as an industry, but as a strategic tool for protecting marine ecosystems while creating economic value for local communities.

By promoting tourism that sustains reefs, supports community livelihoods, and attracts responsible private investment, the Coral Triangle can unlock new opportunities for inclusive growth and long-term ecological resilience. The CTI-CFF Sustainable Business Forum 2026 serves as a platform to showcase how conservation-based tourism can generate jobs, strengthen local economies, and preserve the natural capital that defines the region proving that go hand hand.

Table of Contents

Tourism For Conservation : Unlocking The Blue Economy of The Coral Triangle	01
Table of Contents	02
CTI-CFF Regional Secretariat at a Glance	03
CTI-CFF Leaders Summit 2009 Photo	04
Map of CTI-CFF	05
North Sulawesi as a World Class Tourism Destination	06
Map of North Sulawesi Tourism Destination	07
SBF Important & Background	08
Objectives	09
Key Activities	10
Blue Economic Seminar	11
Business & Investment Session	12
Formation of the Coral Triangle Tourism Association (CTTA)	13
Manado Marine Eco-Tourism Fest	14
Underwater Photography Competition	15
When & Where	16
Contact Us	17

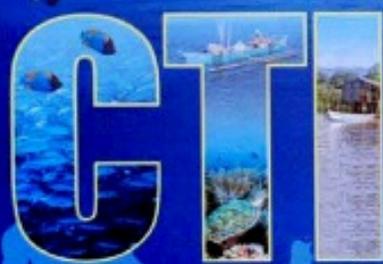
CTI-CFF Regional Secretariat at a Glance

The Coral Triangle is globally recognized as the epicenter of marine biodiversity, covering the waters of Indonesia, Malaysia, Papua New Guinea, the Philippines, Solomon Islands, and Timor-Leste. Despite representing only 1.6% of the world's ocean area, this region harbors over 75% of all known coral species, more than 3,000 species of reef fish, and supports the livelihoods of over 130 million people.

The Coral Triangle is not only a global biodiversity hotspot but also a vital economic and cultural lifeline for its coastal populations. Its coral reefs, mangroves, and seagrass beds underpin sustainable fisheries, eco-tourism, and coastal protection, forming the foundation of the region's Blue Economy.

In 2009, the six countries came together under the Coral Triangle Initiative on Coral Reefs, Fisheries, and Food Security (CTI-CFF) through the signing of the Manado Declaration, a landmark agreement to collectively safeguard the region's marine and coastal resources. The CTI-CFF Regional Secretariat, headquartered in Manado, North Sulawesi, Indonesia, serves as the coordinating body facilitating regional collaboration, partnerships, and implementation of the Regional Plan of Action (RPOA).

Today, the Coral Triangle stands as a global model for transboundary ocean governance, demonstrating how regional cooperation, sustainable resource management, and conservation-driven economic growth can secure both marine resilience and human prosperity for generations to come.



Coral Triangle Initiative
on Coral Reefs, Fisheries and Food Security

SUMMIT

Manado, North Sulawesi, Indonesia
15 May 2009



Coral Triangle Initiative
on Coral Reefs, Fisheries and Food Security

SUMMIT

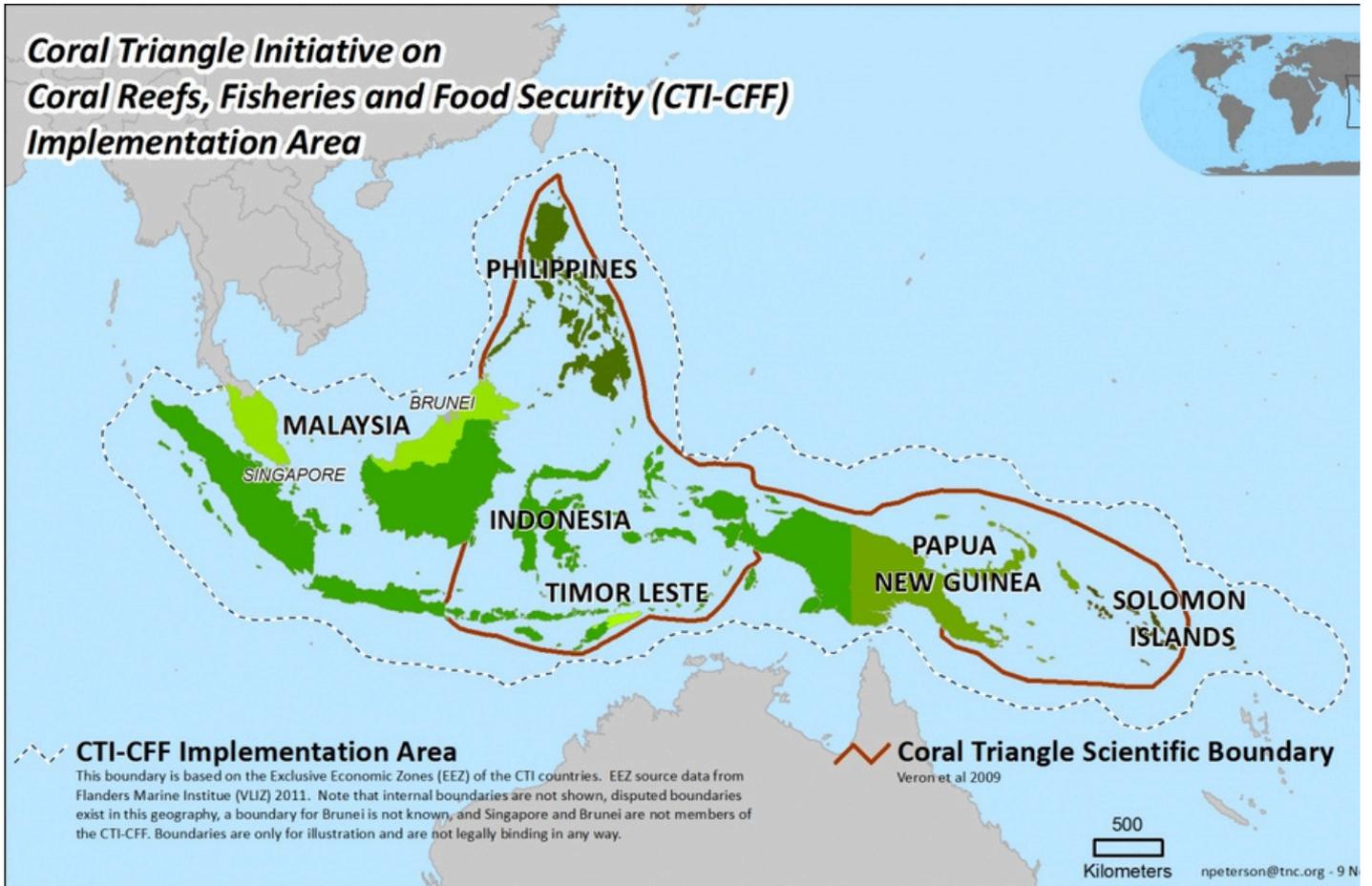
15 May 2009, Manado, North Sulawesi, Indonesia

Signing on

CTI Leaders Declaration



Map of CTI-CFF





North Sulawesi as a World Class Tourism Destination

Nestled in the heart of the Coral Triangle, North Sulawesi is celebrated as one of Indonesia’s premier marine eco-tourism destinations. Home to Bunaken National Park, Lembeh Strait, and Likupang, it offers world-renowned diving, vibrant coral reefs, and rich marine biodiversity. Beyond its stunning seascapes, North Sulawesi features volcanic highlands, lush forests, and diverse cultural heritage.

With strong commitments to sustainability and community-based tourism, the province showcases how nature, culture, and innovation can thrive together — making North Sulawesi a true gateway to the world’s most extraordinary marine and cultural experiences.

 **Map of North Sulawesi Tourism Destination**





SBF Important & Background

The Coral Triangle region is recognized as the global epicenter of marine biodiversity, supporting the livelihoods of millions of people while offering unique opportunities for sustainable economic growth. Marine eco-tourism has emerged as a vital sector within the Blue Economy, capable of balancing conservation goals with community welfare and private sector development.

To harness this potential, the Coral Triangle Initiative on Coral Reefs, Fisheries, and Food Security (CTI-CFF) Regional Secretariat will convene the Sustainable Business Forum (SBF) 2026. The Forum will be a centerpiece of the Manado Marine Eco-Tourism Festival (MMETF), a five-day celebration showcasing innovation, partnership, and cultural exchange.

Objectives



POSITION ECO-TOURISM IN THE BLUE ECONOMY

Highlight Marine Eco-Tourism as a key pillar of the Blue Economy in the Coral Triangle.



CATALYZE DEALS & PARTNERSHIPS

Promote business partnerships and investments that contribute to conservation and community resilience.



UNLOCK REGIONAL TRANSACTIONS

Generate regional-scale business transactions that strengthen eco-tourism markets in the Coral Triangle.



STAND UP THE CTTA

Support the establishment of the Coral Triangle Tourism Association (CTTA) to institutionalize cooperation across the region.



CONVENE MULTI-STAKEHOLDER DIALOGUE

Provide a platform for dialogue among governments, private sectors, academia, and civil society on sustainable tourism practices.

Key Activities



 **Blue Economic Seminar**

 **Business and Investment Session**



 **Formation of the Coral Triangle Tourism Association (CTTA)**

 **Manado Marine Eco-Tourism Fest**



 **Underwater Photography Competition**



Blue Economic Seminar

The CTI-CFF Blue Economy Seminar in Manado convenes regional decision-makers and practitioners to translate ocean ambition into action. Centered on the Coral Triangle's unique biodiversity and coastal communities, the session will unpack policy enablers, investable project models, and financing mechanisms that deliver both ecological and economic returns.

Key themes include:

- Sustainable fisheries and aquaculture (traceability, FIPs, value-addition)
- Coastal and marine tourism that is low-impact and community-benefiting
- Marine spatial planning and area-based conservation for resilient coasts
- Blue finance instruments (blended finance, carbon/reef credits, PPPs)
- Innovation & MSMEs: from seaweed and mangrove products to circular plastics
- Evidence & data: monitoring, MRV, and risk-informed planning

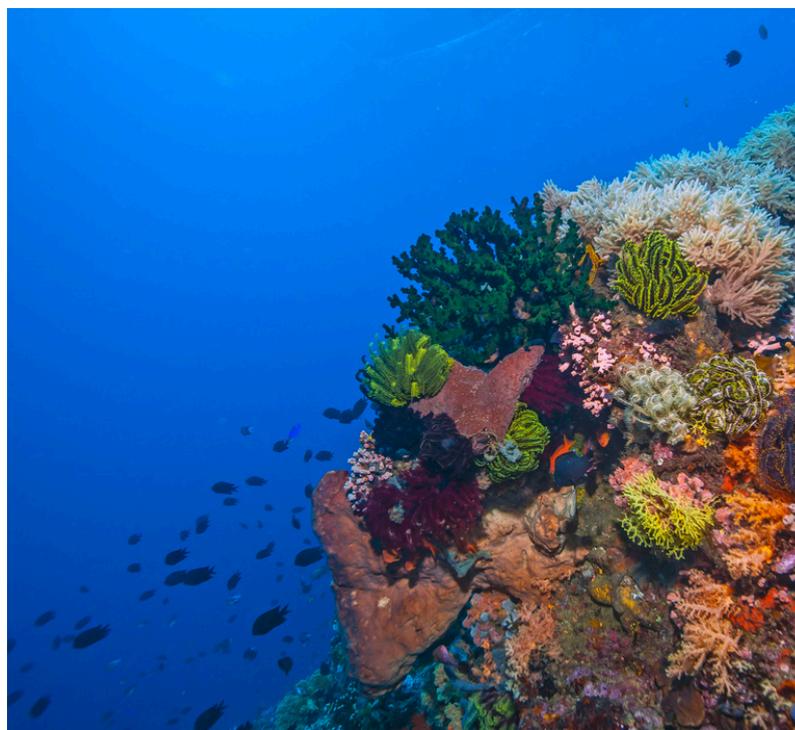
Through expert keynotes, case studies from Coral Triangle countries, and an interactive panel, participants will identify priority pipelines and partnership opportunities. The seminar will conclude with a concise action note outlining next steps on policy alignment, financing, and capacity building. This event is designed for government agencies, private investors, financial institutions, NGOs, academia, and coastal stakeholders committed to advancing a just, nature-positive blue economy across the CTI-CFF region.



Business & Investment Session

This deal-focused session connects blue economy project owners with investors and financing partners. Curated pitches will showcase investable opportunities in sustainable fisheries, coastal tourism, blue carbon, seaweed, and circular ocean solutions, followed by targeted matchmaking.

Investors will hear concise risk–return cases, impact metrics, and de-risking pathways (guarantees, blended finance, PPPs). Participants leave with warm introductions, next-step checklists, and clarity on diligence requirements to move projects from concept to term sheet.



Formation of the Coral Triangle Tourism Association (CTTA)

This session formalizes the Coral Triangle Tourism Association (CTTA) — a regional, industry-led platform advancing high-value, low-impact tourism across the Coral Triangle. Delegates will review and adopt the CTTA Charter, confirm governance (Board, Secretariat, Working Groups), and open membership to operators, destinations, communities, and investors.

Outcomes include a signed founding resolution/MoU, a 12-month workplan (standards, training, market development), and an interim steering committee mandated to complete legal registration and launch services for members.



Manado Marine Eco Tourism Festival

Anchoring the conference’s practical focus, the Exhibition & Side Events curate a living marketplace of solutions and partnerships. The exhibition floor features country and destination pavilions, impact-tech startups, finance platforms, and community-led enterprises, each highlighting actionable models — from reef-safe supply chains and blue carbon services to waste-to-value innovations and inclusive tourism experiences. Side events run throughout the day as concise, high-energy sessions: product launches, “ask-an-expert” clinics, training tasters, buyer-seller matchmaking, and investor office hours.

Dedicated networking slots and a hosted “corridor tour” help participants navigate themes efficiently. By closing, exhibitors will have captured leads, scheduled follow-ups, and identified pilot sites; participants will leave with a shortlist of partners, tools, and funding pathways to accelerate blue, climate-resilient growth across the Coral Triangle.



Underwater Photography Competition

The Coral Triangle spanning Indonesia, Malaysia, Papua New Guinea, the Philippines, Solomon Islands, and Timor Leste, is celebrated as the “Amazon of the Seas” for its unmatched marine biodiversity. Its coral reefs, mangroves, and seascapes offer some of the world’s most spectacular underwater vistas.

To highlight this natural heritage and promote sustainable marine tourism, the Coral Triangle Under water Photography Competition 2026 will be held as a flagship event of the Manado Marine Eco Tourism Festival and integrated with the CTI-CFF Sustainable Business Forum 2026 in Manado, North Sulawesi.

When & Where



When

The event will take place during the first–second week period of June 2026



Venue

The venue will be Manado, home of the CTI-CFF Regional Secretariat.



Contact Us

We're here to answer your questions and support your engagement with the Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security (CTI-CFF). Whether you're a government counterpart, practitioner, researcher, donor, or private-sector partner, feel free to reach out to us.

Contact Information



Phone
+62 431 724 1927,



Email
regional.secretariat@cticff.org



Website
www.coraltriangleinitiative.org

Office Information

Coral Triangle Initiative on Coral Reefs,
Fisheries, and Food Security Secretariat
Building

Jl. A.A. Maramis Kayuwatu, Kairagi II
Manado, North Sulawesi 95254
Indonesia