



ANNOUNCING!

CHINA TRAINING DAY

@CVS: CHINA VISITORS SUMMIT - EUROPE – 2018
MAY 22, 2018 INTERCONTINENTAL DÜSSELDORF

The China Training Day at the CVS: China Visitors Summit 2018 is a full day workshop designed to inform, educate, showcase and provide a dialogue between travel professionals with real hands on experience and those interested in growing their travel business with China. Joining the China Training Day will leave you with a deeper understanding of today's market conditions, case studies, trends, technologies, and future opportunities.

SPEAKERS



Alexander Gros

China i2i Group CEO – with over 15 years of in-China business experience, Gros brings an extensive knowledge of travel industry experience to the event, having worked with over 100 global travel suppliers and destinations in building their China focused businesses. With an exceptional knowledge of new media, mobile applications, trends and how the Chinese travel industry “really” works, his insights, case studies, planning experience, and market insight is unique and valued by companies around the world. Gros is a native New Yorker, from Manhattan, with a BA from Columbia College and a MBA from Columbia University in the City of New York.



Prof. Dr. Wolfgang Georg Arlt

Prof. Dr Arlt is the founder and director of COTRI China Outbound Tourism Research Institute in Hamburg, Germany. Arlt has worked in the field since the 1970's, first bringing European groups to China in the 1980's and Chinese groups to Europe in the 1990's. Since 2002 Arlt has been professor for International Tourism Management, since 2008 at West Coast UoAS in Heide, Germany, as well as a visiting or adjunct professor at universities in the UK, China and New Zealand. Arlt is Fellow of the Royal Geographical Society as well as the Royal Asiatic Society. In 2004 Arlt founded COTRI, he is widely published and he is generally considered one of the foremost experts in global Chinese outbound travel and shopping.



10:30 – 11:00	Registration Opens – Düsseldorf Intercontinental Hotel, Düsseldorf, Germany
11:00 – 11:15	Welcome & Opening Remarks
11:15 – 12:00	China Overview – What is driving China's tourism growth? In order to best understand the extraordinary growth of China's global tourism expansion, its first important to understand how China is growing domestically, the impact of economic growth and expansion within China, domestic tourism, financial resources, appetites for socially acceptable lifestyles, domestic consumption habits and the motivation that most Chinese have in their global travel desires. This session will set the stage for the afternoon details and case studies. – Presented By Alexander Glos – China i2i Group
12:00 – 13:30	Lunch – Buffet – China Case Studies – after a quick bite to eat, this luncheon session will highlight some case studies of success by various travel suppliers in their business development with Chinese inbound travelers. Focus on hotels, destinations, shopping and travel services. – Presented By – To Be Announced
13:30 – 14:00	China Tourism – Nuts & Bolts – Market trends - not only is China the fastest growing source of global tourism, but it is also the fastest changing tourism ecosystem. From just 10 years ago, a market that was completely dominated by tour groups, is rapidly expanding to become largely a FIT, MICE and corporate travel marketplace. How is this changing source impacting your business as a destination, hotel, travel supplier and how can you manage this evolution to fit your business model. – Presented By Prof. Dr. Wolfgang Georg Art
14:00 – 14:30	Chinese Traveler Expectations - as Chinese tourism appetites evolve so does their expectations. The days of having slippers and hot water makers in the sleeping room as your message welcoming Chinese travelers has passed. The expectation of the more experienced Chinese traveler is increasingly similar to most global travelers. Younger Chinese travelers who have never experienced a tour group are looking for adventure, localized interaction, art, music and shopping. Traditional group travelers are looking for iconic destinations, trophy experiences to share with their friends back home. Business tourists are looking for business hotels and efficiency – with a getaway for a few days attached. MICE travel is growing rapidly and brings an array of unique and custom designed needs by the Chinese clients. How can you mate your profit centers to this broad-based growing marketplace and success with China? – Presented By – Speaker To Be Announced
14:30 – 15:00	Shopping - in many markets, Chinese travelers spend upwards of 50% of their total travel budget on shopping. What are their desires, interests, habits and how does this impact you as a travel destination, hotel and or travel supplier? Even if you're not a retailer, or luxury brand, you need to understand that shopping plays an important part in the attraction, retention and return of the Chinese traveler. – Presented By – Alexander Glos, China i2i Group
15:00 – 15:15	Break
15:15 – 16:00	China Social Media – the first thing to remember is that whatever social media programs you are using in the West, they don't work in China. If you thought the Chinese travel environment was changing rapidly, it's actually very slow compared to Chinese social media. Wechat and Weibo are dominant but increasingly new platforms are evolving and enterprises are becoming faster and more efficient in utilizing different and new Chinese social media to target segmented global Chinese travelers and shoppers. This session will give you a quick overview of the environment, what you need in terms of building your own social media program and how you can target your messaging to those travelers who are best for your business. Presented By – Alexander Glos, China i2i Group
16:00 – 16:30	Online and Mobile Trends In China - China is the largest and fastest growing mobile market in the world. Not just in terms of mobile phones, but specifically how mobile devices are used as a marketing, communications and sales transactional tool. This session will focus on the growth of mobile payment services, specifically Alipay and Wechat pay, their use, their attraction, their impact and how you can utilize these merchant services to more effectively attract Chinese travelers and shoppers. Presented By – Prof Dr. Wolfgang Georg Art
16:30 – 17:00	Doing Business With China - how can you most effectively do business with China? This session will focus on working with receptive tour operators in Europe, directly with travel agencies in China on a wholesale and leisure basis, how to best approach online travel agencies and consolidators, corporate travel offices and MICE managers. As the Chinese global traveler ecosystem evolves and grows, the opportunities for you are expanding rapidly but at the same time so is the complexity. This session will provide you with a roadmap as to how you can effectively build your business from afar and ultimately develop close relationships with your travel buyers from China. – Presented By – Speaker To Be Announced
17:00 – 17:30	Cocktail - after all this information, you'll definitely need a drink!

REGISTER NOW: To request your registration materials, please contact China i2i Group directly at – email: aglos@i2imedia.net or see the web site for the CVS at: <http://cvs.i2i-china.com/supplier/>

Registration is open to qualified travel, brand, shopping and retail companies. Registration price is €499, plus USt, and included lunch, breaks and training information package with supporting documents, videos and presentation summaries. €100 discount if you are a registered CVS supplier.



For more information,
please contact:

Min XU
Email: xumin@i2imedia.net

Tel: +86-21-60956570
or +86.185.1613.2242