



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.



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SPEAKERS



Alexander Glos
China i2i Group

China i2i Group CEO – with over 15 years of in-China business experience, Glos 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. Glos 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
COTRI

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.



Dr. Minjuan Deng-Westphal (Bio)
COTRI

Dr. Minjuan Deng-Westphal is an accomplished researcher with more than 10 years of working experience in the Chinese outbound travel industry. She has an outstanding track record working with leading tourism organisations, both in public and private sectors and across a wide range of tourism-related industries; for instance, hotels, tourist attractions, tour operators, marketing representation and advisory on a global level. She has been living and working internationally for decades, based in places such as China, Australia, and Germany. In her role as the Head of Research at COTRI, she leads major research projects and content production for influential publications such as the COTRI Market Report.



Jonas Polfuß
China-Kommunikation

Prof. Dr. Jonas Polfuß is an intercultural consultant and marketer with a focus on Asia and a professor of brand management and marketing at the EBC University (Düsseldorf). With his agency China-Kommunikation, he offers intercultural training for teams and executives, as well as negotiation and sales seminars for doing business with China. In the online marketing field, China-Kommunikation optimizes websites and search engine results to reach target groups in Europe and China. Polfuß runs several media platforms on travel, lifestyle and e-commerce, including the ICC China Portal which is one of Germany's largest websites on Chinese business, culture and Sino-German cooperation. Polfuß is a certified trainer for intercultural communication, with a Ph.D. in Chinese studies from the University of Münster.



Dimitri Belov
VISIT DÜSSELDORF

Dimitri Belov is a Market Development Manager with excellent experience in location marketing and project management in an international context. He has held various positions with the Office of Economic Development as well as with the Office of International Affairs of the state capital Düsseldorf, and has worked for a local marketing agency.

Since December 2016 he has been with Düsseldorf Tourism Board where his remit includes responsibility for the special Health Tourism project. As a regional manager, he is responsible for the source markets of China, the Arab Gulf States and Russia. His activities include market observation and analysis, the initiation and implementation of marketing campaigns, the development of partnerships, and the organisation of Destination Düsseldorf's image and presentation.



Tomasz Janczak
Chinese Outbound Travel

Tomasz Janczak began his career in late 90's, being responsible for Business Development of western technology companies in the region of Central Europe. After holding various managerial positions across hotel technology companies, Tomasz joined Awio in 2009 as Director of Sales Central Eastern Europe and ignited the development of this brand in the Region. In 2011 he joined Mamasoon Hotels&Residences as Corporate E-Commerce Director, and took responsibility for development and implementation of the e-commerce strategy and brand reputation management at group level. Since 2015 Tomasz was a member of Management Team at Plateno International Europe, part of Chinese hotel company, which manages more than 4400 hotels under 16 brands globally. As VP for Digital Growth, Tomasz was responsible for all digital initiatives and launch of new projects which will open unlimited Chinese travel market to European hoteliers. Since December 2017 Tomasz runs his own consulting firm „Chinese Outbound Travel” which helps travel related businesses to generate better experience- for Chinese guests, and and better revenue- for themselves.



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 – Jonas Polfuß, China-Kommunikation
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, COTRI
14:00 – 14:30	Chinese Tourism. What it Brings? What it Takes? 10 years ago, Chinese tourism to Europe was nearly exclusively group business. Relatively inexpensive and very organized in terms of itinerary, and exposure to the local marketplace. Today, inbound Chinese travel is 100% horizontal, almost every kind of imaginable segments of tourism that exists in the world is now coming from China. This session will evaluate and explore why Chinese travel to certain destinations, how they pick and choose these destinations and especially how they enjoy these destinations based on their global travel experiences. As Chinese travel around the world, they have collected a experiential backpack that propels them to be interested in certain products and locations. As new Chinese emerge into the global marketplace for travel, these changing waves of tourists from China will not only impact your business, but require a multidimensional approach to attract, retain and assure repeat visitation. – Presented By Tomasz Jancza, Chinese Outbound Travel
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 Jonas Polfuß, China-Kommunikation
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, COTRI
16:30 – 17:00	Doing Business with China Understanding the structure of the Chinese outbound travel industry is challenging. Depending on the size and available resource of your business, the decision to work with receptive tour operators based in Europe or to approach China-based travel agencies can vary largely. Language barriers, time difference and exchange rates add even more complexity. Advanced technology offers alternative avenues to connect with Chinese business buyers more effectively. This session will present a detailed map of the players in the Chinese outbound travel industry, their roles and conditions for cooperation. It will then discuss winning strategies on all occasions, ranging from trade fairs, road shows, sales calls to hosting FAM tours. – Presented By Dr. Minjuan Deng-Westphal from COTRI.
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.



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