

**CHINESE ROADSHOW**

**CHENGDU AND SHANGHAI, NOVEMBER 14th – 15th, 2018**

**CHINESE ROADSHOW**

**Chengdu and Shanghai November 14th – 15th, 2018**

Optional Shanghai CITM visit November 16th

**1. GENERAL INFORMATION**

Hungarian Tourism Agency on behalf of “Discover Central Europe” – joint promotional initiative of four Central European National Tourist Organizations of the Czech Republic, Hungary, Poland and Slovakia (hereinafter as Visegrad Group - V4) would like to invite you to the promotional road show in China consisting of B2B presentations and workshops, which will be held in Chengdu and Shanghai between November 14th - 15th and also to invite to visit CITM Sanghai (optional) November 16th.

**2. ROADSHOW SCHEDULE**

Objective: share the most updated destination information with major wholesalers, OTAs, and traditional travel agents to engage the travel trade partners to distribute the products in the marketplace and drive bookings. Monitor the media coverage to enhance the destination awareness. Build networks and business relationship with the decision-makers to increase the potential product development and market co-operation opportunities between Visegrád countries and Chinese travel trade partners.

**Deadline of registration: October 19, 2018**

**NOVEMBER 14th (Wednesday), 2018 CHENGDU (SICHUAN)**

**Event Venue: Ritz Carlton Chengdu**

**Target audience:** 60-70 travel trade professionals and media partners will be invited to attend the seminar and networking session which are specializing in handling multi-destination European tour packages.

**Date:** November 14, 2018 (Wednesday)

**The event rundown is as follows:**

09:00 – 09:30 Clients registration

*Registration at the counter, name tags and roadshow bags distribution, informal networking*

09:30 - 09:40 Delegates introduction and welcome speech

*Hungarian Tourism Agency welcome note on behalf of all the partners*

09:40 - 10:10 Destination presentation given by the national tourist boards of V4 countries (around 10-12 minutes for each V4 country including translation – if needs. Representatives of the NTOs will introduce their suppliers)

10:10 – 10: 20 Coffee/tea break

10:20 – 12:00 B2B networking session

12.00 – 13:40 Lunch, networking

13:40 – 13:45 Lucky draw

13:45 - 13:50 Closing remarks

**NOVEMBER 15th (Thursday), 2018 SHANGHAI (SHANGHAI)**

**Event Venue: Marriott City Center**

**Target audience:** 60-70 travel trade professionals and media partners will be invited to attend the seminar and networking session which are specializing in handling multi-destination European tour packages.

**Date:** November 15, 2018 (Thursday)

**The event rundown is as follows:**

09:00 – 09:30 Clients registration

*Registration at the counter, name tags and roadshow bags distribution, informal networking*

09:30 - 09:40 Delegates introduction and welcome speech

*Hungarian Tourism Agency welcome note on behalf of all the partners*

09:40 - 10:10 Destination presentation given by the national tourist boards of V4 countries (around 10-12 minutes for each V4 country including translation – if needs. Representatives of the NTOs will introduce their suppliers)

10:10 – 10: 20 Coffee/tea break

10:20 – 12:00 B2B Networking session

12.00 – 13:40 Lunch, networking

13:40 – 13:45 Lucky draw

13:45 - 13:50 Closing remarks

**NOVEMBER 16th (Friday), 2018 SHANGHAI (SHANGHAI)**

On behalf of V4 countries Hungarian Tourism Agency will provide free entrance ticket and free shuttle to CITM Shanghai to those suppliers who would like to visit the fair. Individual transfers back to the hotel or to the airport should be arranged by suppliers.

**FOR FURTHER QUESTIONS PLEASE CONTACT:**

Ms. Magdolna Fekete chief advisor Hungarian Tourism Agency

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[magdolna.fekete@mtu.gov.hu](mailto:magdolna.fekete@mtu.gov.hu)





**3. PARTICIPATION CONDITIONS**

**The organizer provides:**

* 1 table for B2B talks per company at a workshop venue
* Company presentation: live in the event + in the printed road show catalogue
* Catering during events – coffee breaks, networking
* Assistance in booking B2B talks
* Interpreter at the presentations if needs
* Shuttle to CITM Shanghai

**The participants cover at their own expense:**

* Airplane tickets
* Accommodation
* Shipping cargo with marketing materials from Europe

**Participation fee: free of charge**

To participate in the road show please fill in the APPLICATION & RESERVATION FORM (APPENDIX A attached) as well as the CATALOGUE FORM (APPENDIX B attached) and send to: magdolna.fekete@mtu.gov.hu

Also, please note a participant catalogue will be preparedto be distributed to local travel agencies at every destination in the goodie bags in the beginning of the event. These catalogues will be unique for every destination.

In case you wish to have your company information included in this catalogue (1 complimentary page for company introduction) please return all completed documents described below to us together with your application so we can guarantee your entry in the catalogue.

For catalogue files, please note only open documents will be accepted (word etc yes, no PDF please)! **Registration deadline: October 15th, 2018**

**4. TRAVEL ARRANGEMENTS**

**Flight to Chengdu - individual**

**Flight from Chengdu to Shanghai** – recommended flight options on November 14th

CA 4501, departure at 16:45, arrive at Shanghai Hongqiao Airport at 19:30

or, CA 4535, departure at 17:25, arrive at Shanghai Pudong Airport at 20:15

**Flight from Shanghai – individual**

**5. ACCOMODATION**

**Recommended accomodation:**

**Hotel in Chengdu:**Ritz Carlton Chengdu (room rate: €128 net including one daily breakfast)

Address: 269 Shuncheng St, LuoMaShi, Qingyang Qu, Chengdu Shi, Sichuan Sheng, China, 610017

**Hotel in Shanghai: Shanghai** Marriott Hotel City Centre (room rate: €173 net including one daily breakfast)

Address: 555 Xizang Middle Rd, Huangpu Qu, Shanghai Shi, China, 200003

Hungarian Tourism Agency will make the hotel reservations if participant will fill and send the information below **till October 10, 2018**

|  |  |
| --- | --- |
| Chengdu | Ritz Carlton Chengdu |
| Name |  |
| Check-in date |  |
| Check-out date |  |
| Room type |  |
| Credit Card type |  |
| Expiry date (month/year) |  |

|  |  |
| --- | --- |
| Shanghai | **Shanghai** Marriott Hotel City Centre |
| Name |  |
| Check-in date |  |
| Check-out date |  |
| Room type |  |
| Credit Card type |  |
| Expiry date (month/year) |  |

**6. SHIPPING MATERIALS**

**Chengdu office address and receiver:**

608A, China Overseas International Center Block E, No.333 Jiaozi Ave,High-tech Dist, Chengdu, 610041, China

Receiver: Ms. Tiara Jiang, +86-13882222810

**Shanghai office address and receiver:**

 Suite B, 19/F, JingAn New Century Plaza, 188 Wujiang Road, Shanghai, China 200041

 Receiver: Mr. Jonathan Jiang, +86-15221653684

Don't ship any kinds of giveaway, CD, USB or liquid items. **The shipping deadline is October 31st.**