

**Czech Tourist Authority – CzechTourism in collaboration with National Tourist Authorities of Hungary, Poland and Slovakia (Visegrad Group -V4) would like to invite you to roadshow in Latin America „LatAm 2017“, which will take place from November 14th to 22th 2017.**

Consisting of 6 tourism workshops which will take place in Bogota, Lima, Santiago, Rio de Janeiro, Sao Paulo and Buenos Aires.

### **Dates & Places:**

November 14 <sup>th</sup> 2017 (Tuesday)	Workshop Bogota, Colombia: lunch 12 - 16 hrs.
November 15 <sup>th</sup> 2017 (Wednesday)	Workshop Lima, Peru: dinner, 17 – 22 hrs.
November 17 <sup>th</sup> 2017 (Friday)	Workshop Santiago, Chile: lunch 12 – 16 hrs.
November 20 <sup>th</sup> 2017 (Monday)	Workshop Rio de Janeiro, Brazil: lunch 12 – 16 hrs.
November 21 <sup>th</sup> 2017 (Tuesday)	Workshop Sao Paulo, Brazil: lunch 12 – 16 hrs.
November 22 <sup>th</sup> 2017 (Wednesday)	Workshop Buenos Aires, Argentina: lunch 12 – 16 hrs.

### **Preliminary event schedule:**

#### All cities except Lima

12:00 / 12:30	Meeting of V4 partners
12:30 / 13:00	Registration of LatAm buyers. Informal B2B meetings between V4 and LatAm partners
13:00 / 14:00	Working lunch and V4 countries presentations (max. 15 minutes each country)
14:00 / 16:00	Workshop, possible extension for networking.

#### Workshop in Lima

17:30 / 18:00	Meeting of V4 partners
18:00 / 18:30	Registration of LatAm buyers. Informal B2B meetings between V4 and LatAm partners.
18:30 / 20:00	Workshop.
20:00 / 21:00	Working dinner and V4 countries presentations (max. 15 minutes each country)
From 21:00	Networking

The workshop will take place at round tables where companies from V4 countries will present their offer to representatives of Latin American TO (6-8 in each table) during aprox. 10-15 min. Each V4 company will be also provided by its own table for individual B2B meetings before and after the working lunch or dinner.

### **LatAm buyers profile:**

Travel agencies and tour operators with the potential to work directly with European suppliers. Focus: leisure, MICE, luxury tourism, personal services, groups, FIT.

### **Promotion:**

Catalogue with company profile for each event. Invitation of trade magazines in each city, sending a press release after the event.

**Participation fee:**

V4 entities can participate in the entire Roadshow or in specific cities.

- One workshop registration fee: **250,- €** + 21% VAT.
- Roadshow registration fee (6 workshops): **1.250,- €** + 21% VAT.

We kindly ask all subjects interested in V4 roadshow participation to fill in the application form and send it back by **July 31<sup>th</sup> 2017, at latest.**

For further information please contact:

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**Please, find the application forms attached.**