

MAKING CONNECTIONS FOR A
BRIGHTER FUTURE

CHINA'S LEADING OUTBOUND TRAVEL EXHIBITION
100% BUSINESS TO BUSINESS, 100% OUTBOUND TRAVEL

cottm
2016

CHINA OUTBOUND TRAVEL & TOURISM MARKET
12-14 APRIL 2016
NEW HALLS, NATIONAL AGRICULTURAL EXHIBITION CENTRE, BEIJING

**CONFERENCE
SCHEDULE**

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2016 COTTM CONFERENCE SCHEDULE

The 12th Edition of the China Outbound Travel Market (COTTM 2016) Exhibition and Conference will be held at New Hall, National Agricultural Exhibition Centre, Beijing from 12-14 April 2016. It is anticipated that 400 resource suppliers and service providers from 70 different countries and destinations will be exhibiting with more than 4500 Chinese outbound tourism professionals will be in attendance.

Within the main exhibition, the COTTM Conference will be taking place, where domestic and foreign industry leaders will be invited to discuss key topics within the industry. The discussions will cover issues related to the needs of both suppliers and consumers. The Conference aims to provide international industry professionals with an opportunity to gain further insight into current trends, as well as changes in the needs and expectations of

12.4.2016 TUESDAY

10:30~11:00

COTTM Press Conference

Speakers: Matt Thompson & Qing Qinghui

Location: Theatre

11:00~11:30

Global Destination Brand and Luxury Market Research 2016: The Image of Chinese Travellers in Key Overseas Destinations and the Latest Trends in Luxury Travelling and Shopping

Speakers:

Prof.Dr. Bernd Eisenstein (West Coast University of Applied Sciences, Germany), Alexander Glos (i2i)

Location:Theatre

11:00~11:06

Exhibitor Presentation by Texas Tourism

11:06~11:13

Exhibitor Presentation by Houston CVB

11:13~11:20

Exhibitor Presentation by Galleria Houston

11:30~11:50

Exhibitor Presentation by Greek National Tourism Organization

11:30 - 12:00

Keynote speech: China Tourism Academy (CTA) President Dai Bin

Location: Theatre

Speaker: Dai Bin

12:00~12:20

Exhibitor Presentation by "Big Destinations: The Mediterranean by Chinese Friendly"

13:00-14:00

Exhibitor Presentation "The Day of Ukraine"

13:00~14:00

Panel Discussion 1- Delivering High Quality Experiences to Chinese Visitors: Varieties and Methods

Panellists:

Anders Ellemann Kristensen (Albatros Travel), Zane Smith (Tai Poutini University, New Zealand), Gary Grieve (Capela Training, UK), Prof. Barbara Haller (University of Applied Sciences Chur, Switzerland)

Location: Theatre

14.00 - 15.10

Panel Discussion 2: Chinese Outbound Tour Operators Perspective: Trends in Outbound Tourism Development

Panellists:

U-tour, Vice President, Wang Chunfeng
Beijing Hua Yuan, Chairman and CEO, Guo Dongjie
Nice Tour (CITS Shenzhen), General Manager, Zhang Jun
LY.com, Founder and CEO, Any Wu
Tuniu.com Co-founder & President, Yan Haifeng

Chairperson: Toread Group Senior President & Travel Business President, Zhen Hao

Location: Theatre

13:00-14:00

Exhibitor Presentation "The Day of Ukraine"

14:30-14:50

Exhibitor Presentation by Egyptian Embassy in China Tourism Office

15:00-15:20

Exhibitor Presentation by Israel Ministry of Tourism

15:30-15:50

Exhibitor Presentation by NTA with the China Market in 2016 & Beyond

15:30 - 16:30

Panel Discussion 3: Chinese Outbound Tourism in Non-Mainstream Destinations

Panellists:

Sylvie Bétemps (ITC, Geneva), Mihika Dhakhwa (Maxpro, Nepal)
Dr. Adam Wu (CBN, London)

Location: Theatre

16:30-16:50

Presentation 2: LY.com
Founder&CEO, Any Wu

Location: Theatre

Chinese consumers. Furthermore, it will also provide a platform for Chinese outbound tourism professionals to learn from and communicate with one other.

The COTTM Conference has been organised by Ms. Qing Qinghui (COTTM) and COTRI director Prof.Dr. Wolfgang Georg Arlt. Mr Vincent Gong, the co-founder and COO of Haiwan.com, has also been invited to host Master of Ceremonies for the COTTM Conference. The Conference is free of charge to COTTM2016 attendees.

13.4.2016 WEDNESDAY

10:30 – 12:00

CTW Chinese Tourist Welcome Awards

Speaker: Prof.Dr. Wolfgang Georg Arlt (COTRI)

Location: Theatre

11:00~11:06

Exhibitor Presentation by Texas Tourism

11:06~11:13

Exhibitor Presentation by Grapevine Convention & Visitors Bureau

11:13~11:20

Exhibitor Presentation by TaxFree Shopping

11:30~11:50

Exhibitor Presentation by Tourism Promotions Board Philippines

13:00~13:20

Exhibitor Presentation by Amazing Cruises & Travel Inc

13:00-13:30

Presentation 3 - Ali Travel, Air Travel Business Group CCO, Zhang Yong
Location: Theatre

13:30~13:50

Exhibitor Presentation by JA Resorts & Hotels

13:30 - 13:50

Presentation 4: On The Way Travel, Deputy President, Jiao Xiaofei
Location: Theatre

13.50 - 14.10

Presentation 5: Didao Travel,

CEO, Rikin Wu

Location: Theatre

14:00~14:20

Exhibitor Presentation by Ding Hong Holidays

14.10 - 15.10

Panel Discussion 4: The Investment Opportunities in Tourism Infrastructure in Overseas Destinations

Panellists:

CID Group Board Director Zhu Feng
N5 Capital Investment Director Liu Yudong
China Growth Capital Partner Wang Daoping

LY.com Deputy President and CVO Wu Jiazhu

Chairperson: Zuo Yu Capital, Director, Alex Wang

Location: Theatre

14:30~14:50

Exhibitor Presentation by Ding Hong Holidays

15:00~15:20

Exhibitor Presentation by China Perfect Travel

15.10 - 15.30

Presentation 6: Experiencing the World: The Development of Global Resource Partnership Plans

Speaker: Luxtrip Founder and President, Yang Ning

Location: Theatre

15:30~15:50

Exhibitor Presentation by Wonderful Indonesia

15.30 - 16.10

Panel Discussion 5: How Can Outbound FIT and Customised Tour Products be Innovated?

Panellists:

Haiwan.cn Co-Founder &COO, Vincent Gong

6renyou.com Founder &CEO, JiaJianqiang

Huangbaoche CEO, Pan Fei

Sinbad.com.cn CEO, Pan Yunlong

Chairperson: Youpu.cn Co-Founder &CEO, Li Xiaojian

Location: Theatre

16.30 - 16.50

Presentation 7: Zuo Yu Capital,

Director, Alex Wang

Location: Theatre

14.4.2016 THURSDAY

10.30 - 11.30

Presentation 7: Leveraging WeChat for Effective B2B Tourism Marketing

Speaker: CEO Dragon Trail, George Cao

Location: Theatre

11.30 - 12.00

CTA Donation Ceremony

Location: Theatre

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