

Location/Topic	Details	Time
South Gallery 21&22	Registration for full day and morning session.	From 09:30
Opening speeches	<ul style="list-style-type: none"> <li>Chen Qixian, Director, China National Tourism Administration London</li> <li>Sandie Dawe, Strategy &amp; Communications Director, VisitBritain</li> </ul>	10:00- 10:30
China Outbound Speeches	<p><b>Launch of the China Outbound Tourism Quality Label Program (COQ Label) by the China Outbound Tourism Research Institute</b></p> <p><b>China outbound tourism in 2008, a turbulent year</b></p> <ul style="list-style-type: none"> <li>Professor Wolfgang Arlt, Director, COTRI</li> </ul> <p><b>New tourism in China, how the tourism landscape is changing</b></p> <ul style="list-style-type: none"> <li>Roy Graff, Managing Director, ChinaContact</li> </ul> <p><b>Case study: How China's tourism market is reacting to London's host city status</b></p> <ul style="list-style-type: none"> <li>Martine Ainsworth-Wells, Director of Marketing, Visit London</li> <li>Mary Rance, Chief Executive, UKinbound</li> </ul>	10:30- 11:15
China Outbound Panel Discussion	<ul style="list-style-type: none"> <li>Mr. Michael Yates, PATA Vice-President-Operations</li> <li>Professor Wolfgang Arlt, COTRI (CTW Awards and COQ Label)</li> <li>Rosita Yiu, Vice President Sales Development Asia - Sales Head Office, Accor Hotels</li> <li>Jacque Craig, Tourism Consultant, Wesfield London</li> <li>Roy Graff, Managing Director, ChinaContact</li> </ul> <p>Moderator: Andrew Methven, Director of Communications, Newland-UK</p> <p><b>Topics of discussion:</b></p> <ul style="list-style-type: none"> <li>New niche markets opening up in China - From Sports travel to cultural and educational tours.</li> <li>How luxury travel is developing in China and who will benefit?</li> <li>Finding the right clients in China - who can be trusted and how to establish trust?</li> <li>Conducting sales and marketing in China - why is China strategy so different from Western strategy and how can marketing be achieved without huge costs?</li> <li>Technology and internet travel business - opportunities for Western companies and differences with Western e-commerce.</li> <li>New rules and regulations affecting outbound travel - Will foreign companies get outbound travel license in 2009?</li> <li>Dealing with the unpredictability of Chinese business - how to adapt your business for flexibility and win long-term loyalty in the Chinese market.</li> </ul>	11:30- 12:30

Lunch - Chinese Restaurant	Networking with speakers and delegates Authentic Chinese cuisine at China Palace Restaurant	12:45-14:00
South Gallery 21&22	Registration for afternoon session	14:00-14:30
China Inbound Speeches	<p><b>China will receive more tourists than any other country in the next 12 years.</b></p> <p><b>What does this mean to the industry?</b></p> <p><b>Hear presentations from:</b></p> <ul style="list-style-type: none"> <li>Miss Zhu Wei, Representative of Director of the Shanghai Tourism Development Committee: <b>Preparing for World Expo 2010</b></li> <li>Mr Liu Yang, Spokesman for the Beijing Tourism Bureau: <b>capitalizing on the Olympic legacy</b></li> <li>Simon Mills, HKTB Director – Northern Europe (Hong Kong Tourism Board): <b>Coordinated approach to marketing tourism in the Pearl River Delta</b></li> <li>Director, Sportsworld Group: <b>Growth of sports and activity tourism in China</b></li> <li>Albert Ng, CEO, Wild China: <b>Luxury travel options in China</b></li> </ul>	14:30-15:30
China Inbound Panel Discussion	<ul style="list-style-type: none"> <li>Chen Qixian, Director, China National Tourism Office London</li> <li>Miss Zhu Wei, Representative of Director of the Shanghai Tourism Development Committee</li> <li>Simon Mills, HKTB Director</li> <li>Albert Ng, CEO, Wild China</li> <li>Director, Sportsworld Group</li> </ul> <p>Moderator: Andrew Methven, Director of Communications, Newland-UK</p> <p><b>Topics of discussion:</b></p> <ul style="list-style-type: none"> <li>Developing China's niche tourism markets for eco-tourism, sports, incentives, community, nature , adventure, culture.</li> <li>Exploring China as a destination for MICE business - is business travel the answer for more Chinese cities?</li> <li>What is the lasting legacy of the Olympic Games for tourism?</li> <li>How can the international tourism industry support tourism recovery in Sichuan province?</li> <li>Beyond the Great Wall - what are China's hidden tourist treasures and how to sell them?</li> <li>Discussing the assertion that niche tourism in China is high profit and low impact.</li> <li>Reaching UN-WTO targets for inbound tourism without overwhelming popular tourist attractions.</li> </ul>	15:45-17:00
Press Conference	General Questions and Answers session Media interviews	17:00-17:30

Forum Program  
12 November 2008  
WTM, Excel, London



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**Delegate pass price:**

Gold ticket - VIP pass	<b>£388.00</b>	<ul style="list-style-type: none"> <li>• full day forum;</li> <li>• Chinese networking lunch - seated at speaker's table;</li> <li>• 1 hour consultation with ChinaContact MD;</li> <li>• CD with video and audio recordings of the forum in 2007/2008.</li> </ul>
Standard full day delegate	<b>£300.00</b>	Full day access to all sessions and coffee networking breaks.
Half day forum (Morning or afternoon)	<b>£168.00</b>	Half day access to all sessions and coffee networking breaks.
WTM Exhibitor discount pass	<b>£240.00</b> Full day / <b>£125.00</b> Half day (proof required)	
Group discount pass	<b>£180.00</b> Full day / <b>£99.00</b> Half day (minimum 5)	
Chinese networking lunch	<b>£35.00</b>	Authentic Chinese cuisine, informal networking with other delegates and speakers.
Student pass	<b>£60.00</b>	All day access excluding lunch
Media pass	<b>Free</b>	Requires WTM media badge and pre-registration to guarantee a seat.

Registration link: <http://www.future-of-travel2008.eventbrite.com>

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