



GLOBAL TOURISM  
ECONOMY FORUM

世界旅遊經濟論壇

FÓRUM DE ECONOMIA  
DE TURISMO GLOBAL

# GLOBAL TOURISM ECONOMY FORUM

STRATEGIC PARTNERSHIP IN A NEW ERA,  
RISING MOMENTUM FOR A SHARED FUTURE

MACAO  
22-24 OCT  
2018

Official Partner  
EU-China Tourism Year 2018



Partner Region  
EUROPEAN UNION



Featured Chinese Province  
GUANGDONG

Truly Enjoy



Host



澳門特別行政區政府社會文化司  
SECRETARIA PARA OS ASSUNTOS SOCIAIS E CULTURA  
GOVERNO DA REGIÃO ADMINISTRATIVA ESPECIAL DE MACAU  
SECRETARIAT FOR SOCIAL AFFAIRS AND CULTURE  
GOVERNMENT OF THE MACAO SPECIAL ADMINISTRATIVE REGION

In Collaboration with



聯合國世界旅遊組織  
WORLD TOURISM ORGANIZATION

Co-organizer



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Coordinator



GLOBAL TOURISM  
ECONOMY RESEARCH  
CENTRE  
世界旅遊經濟研究中心

# GLOBAL TOURISM ECONOMY FORUM 2018

**GTEF: OFFICIAL PARTNER OF EU-CHINA  
TOURISM YEAR 2018**

Since its inauguration in 2012, the GLOBAL TOURISM ECONOMY FORUM (GTEF) has become a much anticipated annual gathering for world leaders, tourism ministers, international CEOs and leading industry experts. As the first forum to discuss the global tourism economy in the context of China's far-reaching Belt and Road Initiative, GTEF pioneers topics at the top of the public-private agenda, focusing on creating opportunities for tourism promotion, investment and cooperation.

GTEF garnered a major acknowledgement of its relevance and impact in 2016 when Premier Li Keqiang cited GTEF as one of the 19 major economic initiatives and undertakings of the Macao SAR Government which the Central Government will support. As Macao moves towards becoming a World Centre of Tourism and Leisure, the Forum has played a key supporting role in diversifying and creating sustainable development of its economy.

As an official partner of the 2018 EU-China Tourism Year, GTEF will present the **European Union ("EU")** as the Official Partner Region in its 7th edition on 22-24 October, 2018 in Macao to promote EU's immense collective tourism offerings to China, the fastest growing and number one source market in the world since 2014. Under the theme of **"Strategic Partnership in a New Era, Rising Momentum for a Shared Future,"** GTEF will continue to play its strategic role as a pragmatic exchange platform to create a year-round series of important campaigns and events from roadshows and trade visits, and a 2-day program of keynote and panel sessions, bilateral meetings, business matching, exhibitions, workshops and cultural activities, to drive high-level dialogues on increasing tourism flows between China and Europe, enhancing EU countries' understanding of Chinese visitors when traveling in Europe, and strengthening cooperation between the Chinese and EU authorities in the field of tourism and its related economy.

In addition, GTEF 2018 will present **Guangdong Province** as the **Featured Partner Chinese Province** and highlight the megalopolis of the **Guangdong-Hong Kong-Macao Greater Bay Area**, home to 11 cities (9 in Guangdong Province), over 68 million people and a regional GDP of over US\$1.39 trillion. Highlighting Guangdong in GTEF 2018 supports the Central Government's plan to develop a city cluster in the Greater Bay Area to elevate regional development, drive economic growth efficiency in the entire hub, and give full play to the distinctive strengths to each of the 11 cities.



## **ABOUT CHINESE TOURISM AND THE EUROPEAN UNION**

The European Union (EU), comprised of 28 states, has become the second-most popular destination for outbound Chinese tourists outside Asia in 2017. The region attracted over 6 million Chinese visitors last year, a number that increased 65% year-on-year. Chinese travelers are increasingly interested in European architecture and museums, personalized travel experiences, and branching out in to lesser traveled countries in the bloc.<sup>1</sup>

Increased facilitation of visas and flight connectivity between China and the EU continue to drive tourism exchange into unexplored destinations. Discussions on a visa facilitation agreement were launched in May 2017, which will lead to more visa application centers in Chinese cities in the future.

Additionally, expansion of existing bilateral air transport agreements are under discussion, which would lead to greater flight connectivity by allowing every EU airline to benefit from such cooperation. By building upon the current 150 different routes between EU and China and around 2,500 flights every month, the EU will continue to attract new and repeat visitors from China seeking new experiences.<sup>2</sup>

## **ABOUT THE GREATER BAY AREA**

The Greater Bay Area is a megalopolis made up of Guangdong Province, Hong Kong, and Macao. The region was created out of the Chinese Central Government's initiative to develop a city cluster that would increase the overall economic efficiency and production of the region. With a GDP of USD 1.39 trillion, the fourth-largest bay area economy in the world.

The GBA will cover 11 cities, including major economic hubs such as Guangzhou, Shenzhen, Macao and Hong Kong, and fast-growing powerhouses Zhuhai, Foshan, Zhongshan and others. The combined economic growth and population of 68 million will create the largest source market of outbound Chinese tourists.

Development of regional infrastructure and connectivity will fuel the demand for outbound and domestic travel. An example of this is the completion of the 55 kilometer Hong Kong - Zhuhai - Macao Bridge in 2018, which will increase opportunities in trade, investment and tourism. The region will also serve as a major inbound tourist destination as well as an engine for Chinese outbound tourism, with Macao designated as the World Centre of Tourism and Leisure in the GBA for its long history of East-West cultural exchange.

# THE LEADING THOUGHT-PROVOKING PLATFORM FOR THE TOURISM INDUSTRY

## 2012

Growth Driving Growth:  
Examining the  
Synergistic Interplay  
between Tourism and  
Economic Development

## 2013

Regenerate Our  
Economies: Invest in  
Travel and Tourism

## 2014

Maritime Silk Road –  
From Macau We Begin

### PARTNER COUNTRY

Portugal

Spain

### PARTNER CHINESE PROVINCES/CITIES

Guangxi Zhuang  
Autonomous Region

Guizhou

Hainan

Xinjiang Uygur  
Autonomous Region

### PARTNER COUNTRY

Kazakhstan

### PARTNER CHINESE PROVINCES/CITIES

Jiangxi (Featured Chinese Province)

Fujian

Guangxi Zhuang  
Autonomous Region

Shandong

AN EVENT THAT  
REFLECTS  
**THE GLOBAL  
REACH OF TOURISM**

Inaugurated in 2012, GTEF  
has since become the  
prominent tourism economy  
event in Asia among leaders  
in public & private sectors.

## 8000+

Attendees over 6 years

## 83

Countries and  
regions represented



2015

Belt and Road Initiative –  
Unleashing The New  
Dynamics of Cultural  
Tourism

**PARTNER COUNTRY**

Pacific Alliance  
(Chile, Colombia, Mexico  
and Peru)

**FEATURED CHINESE  
REGION / PROVINCE**

Zhejiang (Featured Chinese Province)  
Fujian  
Tianjin

2016

The Growing Consumer  
Class – Rethinking and  
Reshaping The Future  
Tourism Landscape

**PARTNER COUNTRY**

France

**FEATURED CHINESE CITY**

Beijing

2017

Regional Collaboration  
Towards a Better Future

**PARTNER COUNTRY**

16 Central and Eastern  
European Countries  
(CEenter)

**FEATURED CHINESE  
PROVINCE**

Guizhou

105

Municipal and  
30 provincial delegations  
from China welcomed

USD 41.7M

Press coverage  
generated worldwide

437

World-renowned speakers,  
including high-level government  
representative, C-suite  
executives and leading academia  
partners attended

1030

International & regional  
journalists and media



#GTEF



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MACAU 澳門 2017

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歡迎蒞臨世界旅遊經濟論壇 · 澳門 2017

# PRELIMINARY PROGRAMME 2018

OFFICIAL VENUE: MGM COTAI, MACAO

## 22 OCTOBER 2018

- Delegate arrival and registration
- Site visit to Hong Kong- Zhuhai- Macao Bridge (\*Pre-registration only)

## 23 OCTOBER 2018

- GTEF 2018 Opening Ceremony
- Forum Sessions and Keynotes:
  - 2018 Partner Region Presentation by European Union
  - UNWTO Face to Face: Ministers & Private Sector CEOs
  - EU / China Session
- Welcome Dinner (\*By invitation only)
- All-Day Exhibition and Business Matching

## 24 OCTOBER 2018

- Forum Sessions and Keynotes:
  - Greater Bay Area Sessions
  - Supporting Unit Sessions
  - 2018 Featured Chinese Province Presentation by Guangdong
- Closing Ceremony
- All-Day Exhibition and Business Matching

## 25 OCTOBER 2018

Highlight Tour of Macao Heritage (\*Pre-registration only)

# PROMINENT INDUSTRY SPEAKERS

## IN PAST EDITIONS

André Jordan Group  
American Express

CEO - Gilberto Jordan  
Former President of Global Business Travel  
Charles Petrucci  
CEO - Abid Butt

Banyan Tree Hotels  
& Resorts  
Beijing Tourism Group  
China International  
Travel Service (CITS)  
Chopard  
Club Med  
Christie's Asia Pacific  
Ctrip  
DFS Group  
Dubai Holding  
Dubrovnik Pearl  
EuroPass  
Etihad Airways  
Fosun Group  
Groupe ADP Paris

President - Liu Yi  
President - Yu Ningning

Co-President & Artistic Director - Caroline Scheufele  
President - Henri Giscard d'Estaing  
Chairman - François Curiel  
Executive Director & CEO - Fan Min  
Chairman & CEO - Philippe Schaus  
Head of Tourism & Hospitality - Gerald Lawless  
Chairman & CEO - Vicenco Blagaic  
CEO - Guillaume de Roquefeuil  
Vice President, International Affairs - Vijay Poonoosamy  
Executive Director, Vice Chairman & CEO - Liang Xinjun  
Executive Vice President, Chief Customer Officer  
Laure Baume

Grupo Security  
HNA Tourism Group Co. Ltd.  
Jones Lang LaSalle

Chairman of the Board - Francisco Silva Silva  
Chairman - Zhang Ling  
Chairman, Capital Markets Board and Hotels  
& Hospitality Group - Arthur de Haast

JTB China  
Kuoni Group  
LOT Polish Airlines

President - Michinori Yamasaki  
CEO - Peter Meier  
CEO & President of the Management Board  
Rafał Milczarski

Mayi.com  
Melia Hotels International

CEO - Shen Zhiqiang  
Executive Vice President, Group Marketing & Asia Pacific  
Luis Del Olmo

Qunar  
Shenzhen Overseas  
Chinese Town  
Shun Tak Holdings Limited  
Siam Piwat Co. Ltd.  
Tatry Mountain Resorts

CEO - Chen Zhenyu  
Director & President - Liu Ping Chun

The Hertz Corporation

Managing Director - Pansy Ho  
CEO - Chadatip Chutrakul  
Chairman of the Board of Directors & CEO  
Bohuš Hlavatý  
Senior Vice President, Global Strategy & Corporate  
Development - Naren Srinivasan

TUI Group  
TripAdvisor  
Value Retail Management

Chairman - Emeritus Michael Frenzel  
Director of Industry Relations - Helena Egan  
CEO - Desirée Bollier



## FEATURED MINISTERIAL SPEAKERS IN PAST EDITIONS

Argentina	Undersecretary of Coordination, Ministry of Tourism - Alejandro Schiavi
Bahrain	President, Bahrain Authority for Culture & Antiquities Shaikha Mai Bint Mohammed Al Khalifa
Bosnia and Herzegovina	Minister of Foreign Trade and Economic Relations Mirko Šarović
Cambodia	Prime Minister - Hun Sen
Colombia	Vice Minister of Commerce, Industry & Tourism - Sandra Howard Taylor
Croatia	State Secretary of the Ministry of Tourism - Franco Matušić
China	Vice Chairman of Chinese People's Political Consultative Conference; Chairman of All-China Federation of Industry and Commerce - Wang Qinmin
China	Chairman, China National Tourism Administration - Li Jinzao
France	Minister for Tourism - Matthias Fekl
Hong Kong (China)	Director, Liaison Office of the Central People's Government in the Hong Kong S.A.R. - Wang Zhimin
Hungary	Ministerial Commissioner for International Tourism Relations Emese Boros
Iran	Vice President & President of Iran Cultural Heritage, Handicrafts & Tourism Organization - Massoud Soltanifar
Indonesia	Former Minister of Tourism & Creative Economy Mari Elka Pangestu
Kazakhstan	Vice Minister of Investment & Development - Timur Toktabayev
Macao (China)	Chief Executive of Macao S.A.R. - Chui Sai On
Macao (China)	Vice Chairman of the National Committee of the Chinese People's Political Consultative Conference, GTEF Chairman - Ho Hau Wah
Macao (China)	Commissioner, Office of the Commissioner of the Ministry of Foreign Affairs of the People's Republic of China in the Macao S.A.R.; GTEF Honorary Chairman - Ye Dabo
Macao (China)	Secretary for Social Affairs and Culture of the Government - Alexis Tam
Mexico	CEO, Mexico Tourism Board - Rodolfo López Negrete Coppel
Myanmar	Minister of Hotels and Tourism - U Ohn Maung
Portugal	Secretary of State of Tourism - Adolfo Mesquita Nunes
Romania	Deputy Minister, Ministry of Tourism - Cristina Ionela Târteață
South Africa	Former Minister of Tourism - Marthinus van Schalkwyk
Spain	Former Secretary-General of World Tourism Organization (UNWTO); GTEF Honorary Chairman - Taleb Rifai
Serbia	Deputy Minister of Trade, Tourism & Telecommunications - Renata Pindžo
UAE	Executive Director, Tourism Development & Investments, Department of Tourism & Commerce Marketing, Dubai Yousuf Ahmad Lootah
UK	Chairman, VisitBritain - Christopher Rodrigues
Vietnam	Deputy Minister of Culture, Sports & Tourism - Ho Anh Tuan

## TRADE & EXHIBITION AT GLOBAL TOURISM ECONOMY FORUM

A highly-anticipated event in the region, GTEF Exhibition is a holistic destination for trade and exhibition which provides enormous opportunities for travel trade operators and tourism related stakeholders to meet with tourism and economy ministers, government officials, investors, financial institutions and international media to establish new contacts and generate creative business synergy and collaboration. Our exhibit team offers one-stop professional support, including but not limited to advertising, event promotion, and site inspection.

## BUSINESS MATCHING OPPORTUNITIES

Concurrent with GTEF, dedicated Business Matching service can be arranged for exhibitors and Forum participants, connecting travel trade operators, investors, investment bankers, private equity firms and tourism related organizations to forge new business alliances. In 2017, our business matching specialists successfully organized **400** meetings and matched **100+** local and overseas companies for business opportunity.





#### 2017 Sponsors





[www.GTE-Forum.com](http://www.GTE-Forum.com)

# GLOBAL TOURISM ECONOMY FORUM

22-24 October 2018, Macao

Don't miss out on the annual tourism economy event where ministers and government officials, business leaders, decision-makers and academia converge to discuss and share insights on the latest trends and developments in the global tourism economy.

**For registration and enquiries, please contact  
Global Tourism Economy Research Centre:**

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