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

Host

In Collaboration with

Co-organizer

Coordinator
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.¹

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.²

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.
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.

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

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 (CEcenter)

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
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

<table>
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<tr>
<th>Company/Group</th>
<th>Position</th>
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<tr>
<td>André Jordan Group</td>
<td>CEO - Gilberto Jordan</td>
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<tr>
<td>American Express</td>
<td>Former President of Global Business Travel</td>
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<td>Charles Petruccelli</td>
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<tr>
<td>Banyan Tree Hotels &amp; Resorts</td>
<td>CEO - Abid Butt</td>
</tr>
<tr>
<td>Beijing Tourism Group</td>
<td>President - Liu Yi</td>
</tr>
<tr>
<td>China International Travel Service (CITS)</td>
<td>President - Yu Ningning</td>
</tr>
<tr>
<td>Chopard</td>
<td>Co-President &amp; Artistic Director - Caroline Scheufele</td>
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<tr>
<td>Club Med</td>
<td>President - Henri Giscard d’Estaing</td>
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<tr>
<td>Christie’s Asia Pacific</td>
<td>Chairman - François Curiel</td>
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<tr>
<td>Ctrip</td>
<td>Executive Director &amp; CEO - Fan Min</td>
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<tr>
<td>DFS Group</td>
<td>Chairman &amp; CEO - Philippe Schaus</td>
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<tr>
<td>Dubai Holding</td>
<td>Head of Tourism &amp; Hospitality - Gerald Lawless</td>
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<td>Dubrovnik Pearl</td>
<td>Chairman &amp; CEO - Vicenzo Blagajic</td>
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<td>EuroPass</td>
<td>CEO - Guillaume de Roquefeuil</td>
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<tr>
<td>Etihad Airways</td>
<td>Vice President, International Affairs - Vijay Poonoosamy</td>
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<tr>
<td>Fosun Group</td>
<td>Executive Director, Vice Chairman &amp; CEO - Liang Xinjun</td>
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<td>Groupe ADP Paris</td>
<td>Executive Vice President, Chief Customer Officer</td>
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<tr>
<td>Grupo Security</td>
<td>Chairman of the Board - Francisco Silva Silva</td>
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<tr>
<td>HNA Tourism Group Co. Ltd.</td>
<td>Chairman - Zhang Ling</td>
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<tr>
<td>Jones Lang LaSalle</td>
<td>Chairman, Capital Markets Board and Hotels &amp; Hospitality Group - Arthur de Haast</td>
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<tr>
<td>JTB China</td>
<td>President - Michinori Yamasaki</td>
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<td>Kuoni Group</td>
<td>CEO - Peter Meier</td>
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<td>LOT Polish Airlines</td>
<td>CEO &amp; President of the Management Board</td>
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<td>Rafał Milczarski</td>
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<tr>
<td>Mayi.com</td>
<td>CEO - Shen Zhiqiang</td>
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<tr>
<td>Melia Hotels International</td>
<td>Executive Vice President, Group Marketing &amp; Asia Pacific</td>
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<td>Luis Del Olmo</td>
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<tr>
<td>Qunar</td>
<td>CEO - Chen Zhenyu</td>
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<tr>
<td>Shenzhen Overseas</td>
<td>Director &amp; President - Liu Ping Chun</td>
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<tr>
<td>Chinese Town</td>
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<tr>
<td>Shun Tak Holdings Limited</td>
<td>Managing Director - Pansy Ho</td>
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<tr>
<td>Siam Piwat Co. Ltd.</td>
<td>CEO - Chadatip Chutrakul</td>
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<tr>
<td>Tatry Mountain Resorts</td>
<td>Chairman of the Board of Directors &amp; CEO</td>
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<td>Bohuš Hlavatý</td>
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<td>The Hertz Corporation</td>
<td>Senior Vice President, Global Strategy &amp; Corporate</td>
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<td>Development - Naren Srinivasan</td>
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<tr>
<td>TUI Group</td>
<td>Chairman - Emeritus Michael Frenzel</td>
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<tr>
<td>TripAdvisor</td>
<td>Director of Industry Relations - Helena Egan</td>
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<tr>
<td>Value Retail Management</td>
<td>CEO - Desirée Bollier</td>
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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
  Chairman, China National Tourism Administration - Li Jinzao
France
Minister for Tourism - Matthias Fekl
Hong Kong
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 Tărteață
South Africa
Former Minister of Tourism - Martthinus 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.
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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Follow our WeChat account for more information on the forum programme and industry news