

# 2019 GREATER CHINA TOURISM DESTINATION SOLUTIONS AND TRAINING SHOWCASE

CHENGDU, KUNMING & TAIPEI

Opportunities exist for Australian businesses and education providers to deliver destination solutions and tourism education and skills training in China

## ABOUT THIS EVENT

Australia possesses a world-class tourism industry and has proven capabilities to develop tourism destinations and deliver education and training in tourism skills.

As China's middle class continues to expand and its services economy develops, tourism's importance as a sector also continues to grow. This is reflected at the government level, where China's State Council has elevated tourism to the status of strategic economic pillar in the 13th Five Year Plan making tourism a sector for priority development into the future.

To capitalise on the opportunities in this sector, Austrade and the Department of Education invite interested companies and education and training providers to participate in the **2019 Greater China Tourism Destination Solutions and Training Showcase**.

This showcase will visit the cities of Chengdu, Kunming and Taipei and will enable companies and education providers to develop links with potential partners, investors and customers in these markets which are a focus for tourism activity in Greater China.

The showcase will also take place during the China International Travel Mart which is Asia's largest travel exhibition and participants will have the opportunity to attend this event.

### Important information

**Date:**  
11-18 November 2019

**Location:**  
Chengdu, Kunming, Taipei

**Expression of interest deadline:**  
Refer to [event page](#)

### Who should attend?

Australian businesses in:

- Tourism consultants
- Hotel operators and developers
- Investors
- Travel sector operators and other firms in the tourism supply chain
- Tourism education and training providers (both in the vocational and higher education sectors).

Express interest now at [www.austrade.gov.au/GreaterChina2019](http://www.austrade.gov.au/GreaterChina2019)

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## WHY YOU SHOULD PARTICIPATE

- Develop an understanding of China's destination solutions and tourism education and training market first hand and increase awareness of your brand in-market
- Receive insights into the emerging commercial opportunities in China for hotels, resorts, attractions, travel and supporting infrastructure companies, and education and training providers
- Be introduced to specific opportunities for consultants to develop emerging destinations with a focus on event tourism, cultural tourism, eco tourism, product development and enhancement
- Have access to key decision makers and the opportunity to meet potential partners, investors and customers at key networking events
- For education and training providers, have the opportunity to participate in a dialogue with local education authorities and providers regarding tourism education and training quality and opportunities for cooperation
- Receive on-the-ground assistance from Austrade and advice on how to successfully operate in this market

## PROGRAM

The program has been designed to maximise your visit (please note the program may be subject to change).

Date	Details
Monday 11 November (Chengdu)	<b>Arrive in Chengdu and check into hotel</b> <ul style="list-style-type: none"><li>• Briefing</li><li>• Informal dinner</li><li>• Site visit to the pilot tourism project: Chengdu Sino-Ocean Taikoo Li Chengdu and IFS International Financial Centre</li></ul>
Tuesday 12 November (Chengdu)	<ul style="list-style-type: none"><li>• Meet with Chengdu Culture and Tourism Group</li><li>• Delegates from the education and training sector will participate in the Australia-China Vocational Education Training (VET) Quality Assurance Dialogue in Chengdu.</li><li>• Delegates from destination solution sectors (i.e. all other delegates) will attend a business matching session with local tourism industry stakeholders</li><li>• Attend an evening reception involving attendees of both the Australia-China VET Quality Assurance Dialogue and Destination Solutions Business Matching Session</li></ul>
Wednesday 13 November (Chengdu)	<ul style="list-style-type: none"><li>• Visit the Panda Breeding Centre to learn more about tourism infrastructure in Sichuan</li><li>• Visit projects in the High-tech Zone or Tianfu New Area and undertake a roundtable meeting with the Chengdu Xincheng Group or Tianfu New Area Investment Company Ltd</li></ul>
Thursday 14 November (Chengdu to Kunming)	<ul style="list-style-type: none"><li>• <b>Depart Chengdu and travel to Kunming</b></li></ul>

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Friday 15 November (Kunming)	<ul style="list-style-type: none"> <li>Meet key local companies that deliver major tourism projects in Kunming and other regions of Yunnan</li> <li>Meet with the Yunnan College of Tourism Vocation</li> </ul>
Saturday 16 November (Kunming)	<ul style="list-style-type: none"> <li>Visit the soon to be opened Sunac Culture and Tourism Town - opportunity to learn more about a developing destination and present to developers on your capabilities</li> <li>Attend the China International Travel Mart (CITM)</li> </ul>
Sunday 17 November (Kunming)	<ul style="list-style-type: none"> <li><b>Depart Kunming and travel to Taipei</b></li> </ul>
Monday 18 November (Taipei)	<ul style="list-style-type: none"> <li>Participate in a market briefing and industry roundtable</li> <li>Networking lunch with industry and government stakeholders</li> <li>Attend a series of meetings with pre-selected potential partners to explore cooperation opportunities in Taipei</li> <li><b>Optional:</b> Site visit to a VR/AR tourism themed arcade combining tourism services, virtual travel and a real-life culinary experience</li> </ul>
<b>End of program</b>	

## COST OF PARTICIPATION

Companies and education providers can choose the level of participation that suits your marketing needs and budget.

Options	Package inclusions	Total cost
<b>Option 1</b> <b>Two cities:</b> <b>Chengdu and Kunming</b>	This package includes the following services and inclusions: <ul style="list-style-type: none"> <li>venue and logistics costs</li> <li>catering costs for dinner and networking events</li> <li>marketing costs for promoting both the event and Australian participants on social media and direct channels</li> <li>ground transport</li> <li>interpreter service for the forum</li> <li>project management and event organisation</li> <li>identifying and liaising with local stakeholders and potential partners</li> <li>Austrade in-market briefing</li> <li>business matching opportunity and on-site assistance</li> <li>coordinating a marketing campaign before, during and after the event, including direct marketing to a targeted list of potential customers and influencers.</li> </ul>	A\$2,220 per company or education provider

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## Option 2

### One city: Taipei

This package includes the following services and inclusions: **A\$825**

- venue and logistics costs
- refreshments and lunch
- promotional material
- joint pre-departure webinar briefing
- project management and event organisation
- identifying and liaising with local stakeholders and potential partners
- business matching.

## Option 3

### Three cities: Chengdu, Kunming and Taipei

This package includes the following services and inclusions: **A\$3,045**

- as per Options 1 and 2.

**FULL PAYMENT:** Payment of the full amount must be paid by the date specified in the invoice.

- Please refer to the event [Terms & Conditions](#) for further detail. Non-payment of the deposit or full payment by the applied deadline will result in the forfeit of your reserved place on the event.
- In reference to the event Terms & Conditions the withdrawal period is 30 days.
- Additional terms and conditions may also apply. Please refer to the event Terms & Conditions.
- The direct stand cost and Austrade service fee form part of the total package and you cannot purchase one without the other.
- You may also be eligible to claim some of your marketing and promotion costs associated with this showcase through the Export Market Development Grant scheme. For more information visit [www.austrade.gov.au](http://www.austrade.gov.au) or call 13 28 78.

### NOTE:

- Austrade reserves the right to cancel the event due to insufficient numbers. A minimum of 12 participants are required for the event to proceed.
- For China, the event can accommodate up to 15 Australian institutions/organisations, therefore Austrade will reserve the right to access registration to join.

## EXPRESS INTEREST ONLINE

In order to provide the highest level of service to delegates, places are strictly limited. Express your interest online at [www.austrade.gov.au/GreaterChina2019](http://www.austrade.gov.au/GreaterChina2019) to have our country and industry specialists review your application. If your application is successful we will send you an acceptance letter with our standard terms and conditions and an invoice for payment. An Event Participation Kit with all the information you need to prepare for the showcase will then be sent to you.

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## IMPORTANT INFORMATION

If you are participating in this Showcase, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at [www.smartraveller.gov.au](http://www.smartraveller.gov.au). Travel advice is updated regularly on this site.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Australian/Export/Guide-to-exporting/Legal-issues/Bribery-of-foreign-public-officials>.

## KEY CONTACTS

To discuss your participation options further, please contact:

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