New Horizons: ETC Virtual Travel Trade Show in China
中欧新视界：欧洲旅游委员会线上推介会

Europe Virtual Travel Trade Show in China:
22-26 March 2021

European Participant Kit – February 2021
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1. What is the *Europe Virtual Travel Trade Show in China*?

The ETC Virtual Travel Trade Show is a **free, 100% online matchmaking event** connecting you with more than 200 **pre-qualified Chinese buyers** for **1-on-1 meetings** to help you get products ready for recovery.

- **Fully bilingual** – English & Chinese
- **Connect on** PC, Mobile or WeChat
- **Your own Digital Profile** for Buyers to discover your business & request a 1-on-1 meeting
- **Matchmaking & 1-on-1 meetings by video call & chat** with auto text translation
- **Data collection on all Buyers** to power your China market recovery
2. What is the event program?

Live event: 22-26 March 2021 (TBC) with five (5) half-days of 1-on-1 meetings

The detailed program will be released by 26 February 2020 to all approved European Participants

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<tr>
<th>Day 1: 22/3</th>
<th>Half Day</th>
<th>Live Opening Forum (For Chinese trade)</th>
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<td></td>
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<td>Pre-scheduled 1-on-1 meetings</td>
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<tr>
<th>Day 2: 23/3</th>
<th>Half day</th>
<th>Pre-scheduled 1-on-1 meetings</th>
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<tr>
<td>Theme: Nature &amp; Outdoors</td>
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<th>Day 3: 24/3</th>
<th>Half day</th>
<th>Pre-scheduled 1-on-1 meetings</th>
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<td>Theme: Creative Cities</td>
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<th>Day 4: 25/3</th>
<th>Half day</th>
<th>Pre-scheduled 1-on-1 meetings</th>
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<tr>
<td>Theme: History &amp; Ancestry</td>
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<th>Day 5: 26/3</th>
<th>Half day</th>
<th>Pre-scheduled 1-on-1 meetings</th>
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(Morning, Europe time)
3. Who is participating?

- Every European participant is guaranteed a minimum of 15 1-on-1 meetings with pre-qualified buyers
- Plus major trade marketing campaign to promote Europe and all European participants

01 100 European Exhibitors
European companies targeting affluent Chinese travelers with a focus on Nature & Outdoors, Creative Cities and Places of History & Ancestry. All ETC Member and EU Member State NTOs are also invited to participate.

02 +200 Chinese Buyers
Pre-qualified Buyers from 1st Tier City source markets with affluent customer base, focused on high value private & tailor made groups

03 Thousands more Chinese Industry Professionals
High impact marketing to more than 60,000 Chinese outbound travel trade professionals to put Europe top-of-mind for outbound travel recovery
3. Who is participating? Chinese Buyer Profile

- Only Buyers focused on high value small group and tailor made travel from First Tier City and emerging “New” First Tier City source markets will be invited.
- Buyer Program team will drive Buyers to actively request and complete 1-on-1 meetings to generate more value for European participants.

### Company type

- Chinese Tour operator: 43.5%
- Wholesalers: 15.5%
- Other Trade: 28.8%

### Target Theme

- Nature and the outdoors: 28.57%
- Creative cities: 73.99%
- History and ancestry: 35.56%

### Target markets

Geotargeting 1st and New First Tier Cities for semi-FIT market:
- East China (Shanghai, Hangzhou, Nanjing)
- South China (Guangzhou, Shenzhen)
- North China (Beijing, Tianjin, Xian)
- Central China (Wuhan, Changsha)
- South West (Chengdu, Kunming, Chongqing)
- North East (Dalian, Harbin, Shenyang)
4. What are the benefits for European participants?

Participation is free with the support of the European Travel Commission & European Union

Immediate business opportunities during 5-days of 1-on-1 appointments via video and chat plus year-round Digital Profile and marketing

- Intelligent matchmaking platform connecting you with more than 200 pre-qualified Chinese Buyers
- Minimum 15 guaranteed 1-on-1 meetings for every European participant
- Digital Profile to introduce your product to Chinese Buyers and travel trade professionals
- Year-round market presence with ongoing promotion to +60,000 Chinese travel advisors
- Export data on all Buyers (incl. contact details & more) so that you can continue developing partnerships
5. How is the virtual event experience? Overview

The event will feature **two matchmaking options** to secure more meetings for every European Participant:

1. **Intelligent Pre-Matchmaking** will fill up pre-scheduled meeting diaries before the live event begins
2. **Direct Meeting Request**: request even more meetings with Buyers until the live event ends

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**01**
Set Up Your Digital Profile
Easy system to set up your Profile so that Buyers can discover you and request meetings

**02**
Intelligent Pre-Matching
European Participants and Chinese Buyers search & filter the event list and send in their meeting preferences; AI system generates pre-scheduled appointments in everyone's diaries

**03**
Direct Meeting Request
European Participants and Chinese Buyers can continue to request as many meetings as they like with a simple direct request tool

**04**
1-on-1 Virtual Meeting
Meet in a private room with video call and text-chat with automated translation; present a PowerPoint, send files and media; all Buyer and meeting data collected for European Participants to export
5. How is the virtual event experience? *The Exhibition*

1. Buyer search an *Exhibition Map or Listing* with filtering tools to discover European Participant *Digital Profiles*

2. Buyers click through to *European Participant Digital Profile* to request 1-on-1 meetings, learn about your company & download materials
5. How is the virtual event experience? **1-on-1 Virtual Meetings**

After matching, Exhibitors and Buyers conduct their meeting in a **Private Meeting Room** with **video call** & **translated chat**

1. **Auto pre-matching***
   - Buyers & Sellers send preferences before event; system matches & pre-fills diaries
   - *Opens 10 days before go-live date

2. **Direct Meeting Request**
   - Buyers & Exhibitors filter & search to request meetings directly

Chat room w/ **2-way auto text translation**; content library to send files, images & videos

Video chat; launch PPT; quick link to invite more colleagues to the call
6. How will we maximise impact in China?

1. **Content Hub** will provide info and resources to Chinese travel agents helping them create new European travel products.

2. **Trade Marketing Campaign** to +60,000 Chinese outbound travel trade professionals to make Europe top-of-mind as the first destination to sell after travel resumes.

3. **Virtual Opening Forum** with senior Chinese government & industry stakeholder presentations and panel discussions, promoted to +60,000 Chinese travel trade professionals and via other industry media partnerships.
7. How to Pre-register for the event?

You must Pre-Register by 20 February 2021 by completing the Pre-Registration Form enclosed with this Participant Kit.

01 Pre-registration

- **Pre-Register by 20 February – see email for submission details**

02 ETC Approval

- ETC will review and approve the final 100 Exhibitors for the event
- **Receive notification of approval by 26 February**

03 Training

- You will receive training via webinar sessions and a written guide.
- Support also available to test your device (microphone & webcam) for 1-on-1 meetings.

04 Set up your Digital Profile

- Login and set up your Digital Profile
Pre-registration info

1. Pre-register by 20 February 2021 by completing and submitting the Pre-Registration Form to:
   a) Eric Cui: Eric.Cui@dragontrail.com; and
   b) Helen Zhong: Helen.Zhong@dragontrail.com

2. If you would like more information on the event before pre-registering, please email:
   a) Bora Shnitman: bora.sh@dragontrail.com