



High-Level Master Class on  
“Attracting Chinese Tourism to the  
Mediterranean Countries”

**24 May 2017**  
**Corinthia Palace**  
**Balzan**  
**MALTA**



# High-Level Master Class on “Attracting Chinese Tourism to the Mediterranean Countries”

**24 May 2017**  
**Corinthia Palace, Balzan, Malta**

## ***23 May 2017 – Arrival of Participants***

**20:00 – 23:00**      ***Cocktail Reception***

*Dress Code: Smart*

*Venue: Business Centre Foyer, Hilton Malta, St. Julians*

## **24 May 2017**

**08:30 – 09:00**      **Registration**

**09:00 – 09:20**      **Opening**

**Mr Taleb Rifai**, Secretary-General, World Tourism Organisation

**Hon Dr Edward Zammit Lewis**, Minister For Tourism, Malta

**09:20 – 09:50**      **Key Note Presentation**

**Mr Michel Julian**, Programme Officer, Tourism Market Trends, UNWTO

*Profiling Chinese outbound market to Europe.*

**09:50 – 10:20**      **Key Note Presentation**

**Mr Eduardo Santander**, CEO, European Travel Commission

*How is ETC promoting Europe in China?*

**10:20 – 11:00**      **Key Note Speech**

**Ms Daisy Wang**, Co-founder, Chief Strategy Officer, D & J Global Communications

**11:00 – 11:30**      **Coffee Break**

***Press Conference***

*Press Conference will be taking place simultaneously with Coffee break*



**11:30 – 11:40 Presentation – EU-China Tourism Year**

**Mr Eric Philippart**, Special counsellor responsible for 2018 EU-China Tourism Year

**11:40 – 13:00 Panel Discussion**

**Moderator:**

**Mr Leslie Vella**, Deputy CEO, Malta Tourism Authority

**Panel Members: (tentative)**

**Mr Michael Julian**, Programme Officer, Tourism Market Trends, UNWTO

**Mr Eduardo Santander**, CEO, European Travel Commission

**Mr Tom Jenkins**, Executive Director, European Tour Operators Association (ETOA)

**Mr István Ujhelyi**, Member of the European Parliament, Vice-Chair, committee of Transport and Tourism of the European Parliament and Chairman of the Tourism Task Force

**Prof Dr Wolfgang George Arlt**, Director, COTRI China Outbound Tourism Research Institute

**Ms Daisy Wang**, Co-founder, Chief Strategy Officer, D & J Global Communications

**Mr Georgios Drakopoulos**, President and Chief Executive Officer, Tourism Generis

*This panel brings together a selection of experts from a wide spectrum of backgrounds including international organisation, trade associations, China specific experts and legislators with experience of the Chinese tourism market. The purpose of the panel is to stimulate a healthy exchange of views from the experts present with a view to identifying both the opportunities and the challenges of attracting Chinese tourism to the Mediterranean*

**13:00 – 14:30 Buffet Lunch**

**14:30 – 16:00 Afternoon Session – Presentations – Best Practices – attracting tourism from China:**

Best practices of the countries around the Mediterranean (**Countries TBC**)

*Although Chinese tourism flows to the Mediterranean are relatively low, when compared to the stronger growth that has been registered elsewhere, there, nevertheless exist a number of success stories as result of which, select Mediterranean destinations have been successful, in varying degrees, in attracting different streams of Chinese tourism.*

*This session allows for the presentation of best practice case-studies from the entire*



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*stretch of the Mediterranean littoral, which case studies can serve as practical examples through which different destinations can stimulate increased Chinese tourism to their shores.*

**16:00 – 16:30 Closing Remarks**

**Mr Leslie Vella**, Deputy CEO, Malta Tourism Authority

**Mr. Zhu Shanzhong**, Executive Director for Technical Cooperation and Services,  
UNWTO

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**18:00 – 19:00 Cultural Tour (Venue to be confirmed)**

**19:30 – 21:00 Light Refreshments**