

# GUIDE FOR CHINA TRADE WORKSHOPS 2017

South African Tourism China



新南非·新体验  
[www.southafrican tourism.cn](http://www.southafrican tourism.cn)

Travel Trade Workshops in China are well under way, and Team SA is once again called upon to ready itself for yet another exciting business adventure with our partners.

1. South African Tourism - China office (SAT) continues to play a critical facilitation role for travel business exchanges between South African inbound operators and product suppliers in China mainland and Hong Kong markets. In this regard SAT has, as usual, arranged travel trade workshops to enable South African suppliers to showcase their products, and update the in-market trade on new offerings.
2. The workshops serve as a valuable networking opportunity, allowing not only for the creation and consolidation of new business and trade opportunities, but help boost confidence in the destination among the outbound operators and travel agents in the market place.
3. For 2017, the workshops will take place in 3 locations in China: Beijing, Shanghai and Hong Kong. The workshops will assume a trade business style, and have a multi sensory impact, making participation more enjoyable, fun, and indeed memorable.
4. Regional tourism authorities have been invited to participate, and we hope that their presence will, at least for invited in-market travel trade, add value to their learnings and quest for information, and enable us as SAT to immerse our guests in a total South African experience on their own ground.



## Workshops Program

Day	Activity	City	Comment
Day 1 & Day 2 Sat & Sun 24/06 25/06	Arrival throughout the day and at leisure <b>Briefing dinner(June 25<sup>th</sup>): 18:00-21:00</b>	Beijing	SA exhibitors arrive.
Day 3 Mon 26/06	Morning at leisure/ Own appointments Booth set up from 12:30-13:30 <b>Workshop: 14:00-17:30</b> <b>Cocktail: 18:00-19:00</b>	Beijing	<b>Workshop Hotel: TBC</b>
Day 4 Tue 27/06	Transfer to Shanghai <b>Flight number: CA1519 PEK/SHA 9:30-11:40(TBC)</b> Afternoon at leisure or your own appointments Overnight: in Shanghai	Shanghai	<b>Workshop Hotel: TBC</b> Transfer for suggested flight will be arranged



## Workshops Program

<p>Day 5 Wed 28/06</p>	<p>Morning at leisure / Own appointments Booth set up from 12:30-13:30 <b>Workshop: 14:00-17:30</b> <b>Cocktail: 18:00-19:00</b></p> <p>Overnight: shanghai</p>	<p>Shanghai</p>	<p>Workshop hotel: TBC</p>
<p>Day 6 Thurs. 29/06</p>	<p>Transfer to Hong Kong <b>Flight number: 803 PVG/HKG 11:40-14:25(TBC)</b> Afternoon at leisure or your own appointments Overnight: in Hong Kong</p>	<p>Hong Kong</p>	<p>Workshop hotel: TBC</p> <p>Transfer for suggested flight will be arranged</p>
<p>Day 7 Fri 30/06</p>	<p>Morning at leisure or your own appointments Booth set up from 13:00-14:00 <b>Workshop: 14:00-17:30</b> <b>Cocktail: 18:00-19:00</b></p> <p>Overnight: in Hong Kong</p>	<p>Hong Kong</p>	<p>Workshop hotel: TBC</p>
<p>Day 8 Sat 01/07</p>	<p>01/07 Transfer to Seoul Korea <b>Flight number: OZ722 HKG/ICN 13:10-17:40 (TBC)</b> Overnight: In the Westin Hotel in Seoul</p>	<p>Seoul</p>	<p>Transfer for suggested flight will be arranged</p>



## Useful Information

### NOTE 1: WORKSHOP FORMAT

The style and program of the workshops will be arranged as follows:

- The workshop will assume a South African business style to have a multi sensory impact, making participation more enjoyable, fun, and indeed memorable.
- During trade workshops, the discussions with the agents will be conducted on a ROUND ROBIN format. The workshop rooms will remain open well into the reception time to allow for private business engagements.

### NOTE 2: EXPECTED RESULTS

Most of you are familiar with the way business is conducted in China. During the workshops, the exhibitors will get first hand information / offerings supplied by South African trade partners. Good business opportunities will be explored and a win-win situation will be achieved.

### NOTE 3: ANTICIPATED NUMBER OF AGENTS TO ATTEND

We expect approximately 200 visitors in Beijing, 100 in Chengdu, 150 in Shanghai and 100 in Hong Kong

Please make sure that you provide enough brochures (in Chinese preferably) to cope with the demand in all venues.

Small display material to put at your work stations would be welcomed.

