

# COTTm conference

## 2024 COTTM Conference Programme

Dates: 16<sup>th</sup> -18<sup>th</sup> October 2024

Venue: COTTM Conference Room (Inside NAEC New Hall)

### 16<sup>th</sup> October, Wednesday

**10:20-10:30** **Organiser's Opening Speech:** Qing Qinghui, COTTM Project Director

Shine Liu, General Manager Lifestyle | China, Informa Markets

**10:30-11:00** **Keynote Speech:** DAI BIN, President of China Tourism Academy (Data Center of the Ministry of Culture and Tourism)

**11:00-11:20** **Presentation:** The opportunities and challenges in the outbound travel and tourism retail sector

**Speaker:** Cao Jian, General Manager, Retail Division, Utour Group

**11:20-11:45** **Keynote Speech:** H.E Mr. Sofiane Tekaya, Minister of Tourism of Tunisia

**11:45-12:30** **Panel Discussion:** Originating from China, how does the "the One Belt One Road" increase potential benefits to the China outbound tourism industry?

**Moderator:** Zhong Hui, Chairman, Fashion Travel

**Panelists:** Wang Wei, General Manger, Flying Holiday

Ren Jing, General Manager, SAGA-TRAVEL

Jiao Dejun, Deputy General Manager, Top Tour

Chen Xing, Product Director, CYTS Aoyou

**Chairperson:** Jiang Hui, Co-Founder, Wenlv

**13:30-13:55** **Presentation:** The new pattern, new channel, new growth after the travel industry innovation

**Speaker:** He Yong, President, HCG Travel Group

**13:55-14:20** **Presentation:** Insights into outbound travellers and tourists' demands to leverage business growth.

**Speakers:** Yan Lanru, General Manager of Smart Tourism, Qunar.com

**14:20-14:50** **Presentation:** Under the fierce competition of the outbound tourism supply chains, how should overseas destinations integrate with Chinese distribution channels?

**Speaker:** Luo lin, Vice General Manager of International Vacation Business Fliggy  
Department

**14:50-15:30 Panel Discussion:** Enhanced tourism, innovative channels, and a modern marketing platform

**Moderator:** Jiang Hui, Wenlv, Co-Founder

**Panelist:** Mai Fung, Head of User Growth for Cross-Border Travel Business, Ant International  
Yu Shan, Senior Marketing Expert in Tencent's Advertising and Tourism Industry

**15:30-15:55 Presentation:** How customized tourism can lead the high-quality development of the travel and  
tourism industry

**Speaker:** Jia Jianqiang, Founder and CEO, 6renyou Tailor-made Travel Service

**15:55-16:20 Presentation:** Destination Strategy for South America (Brazil) Under New Thinking

**Speaker:** Luna Zhong, General Manager, Dinghong Tour DMC From Latin America

**16:20-16:45 Presentation :** How can AIGC (Artificial Intelligence Generated Content) new technology help the  
tourism industry in creating new quality productivity?

**Speaker:** Liu Nannan, Senior Solutions Expert at JD Cloud Chat Rhino

## 17<sup>th</sup> October, Thursday

**Chairperson:** COTTM Project Director, Qing Qinghui

**10:20-11:00 Panel discussion:** Implementing sustainable tourism development, starting with wild animal  
protection

**Moderator:** Yu Zheng, Wildlife Campaign Manager, World Animal Protection

**Panelist:** Koko Tang, Founder of Colorful Earth

Michelle Gao, Regional Manger of Booking.com

Lisa Hu, Trade Relations Manager, South African Tourism Beijing Office

Jerry Bai, Marketing Director of U-Tour Group

**11:00-11:25 Presentation:** At what stage has overseas tourism destination digital marketing evolved?

**Speaker:** George Cao, CEO, Dragon Trail International

**11:25-11:50 Presentation:** New thinking on polar tourism

**Speaker:** Sui Yi, General Manager, Lamei Tour

**11:50-12:15 Presentation:** PERU, BEYOND THE MACHU PICCHU

**Speaker:** Liu Dongrui, Tourism and Investment Expert, Commercial Office, Peruvian Embassy in  
China

## COTTM - Outbound Tourism Investment and Development Forum

**13:30-13:35 Opening speech:** COTTM Project Director, Qing Qinghui

**13:35-14:05 Presentation:** The Opportunities and Challenges of Chinese Culture and Tourism Enterprises Going Overseas

**Speaker:** Liu Jianqing, Deputy Secretary of General, Chinese Overseas Development Association

**14:05-14:35 Presentation:** By Daniyel Serzhanuly, Deputy Chairman of the “Kazakh Tourism” National Company” JSC

**14:35-15:20 Presentation:** Investment connections with Africa

**Speaker:** Jon Danks, CEO, CAPITAL HORIZON

**15:20-15:45 Presentation:** The demands and challenges that Chinese tourism and hospitality enterprises will encounter when they are going global.

**Speaker:** Luo Qin, East Sunnet COO & MEADIN President

**15:45-16:30 Panel discussion:** What are Chinese Enterprises' Considerations and Expectations are when choosing overseas destinations for investment and operating tourism businesses.

**Moderator:** Cheng Xiaoyu, Lushu Technology, Chairman & SMYZE CHINA, COO

**Panelist:**

Chen Lina, Chief cultural tourism Strategy Officer, General Manager of Market Center department, Culture & Tech

Chen Angela, Vice President of International Department

Jiao Tingting, Vice General Manager, Zhongcheng Meijing Group

**18<sup>th</sup> October, Friday**

### CTC Corporate Travel Conference

**10:30-11:00 Welcome and CTC Outlook:** State of the Corporate Travel Industry

**Speaker:** Corporate Travel Community - Executive Director, Dr. Benson Tang

**11:00-11:30 CTC Aviation Masterclass**

**Keynote Speaker:** Aviation Week Network - General Manager, Greater China, Charlie Che

**11:30-12:15 CTC Think Tank:** A meeting of the minds

**Moderator:** Corporate Travel Community - Executive Director, Dr. Benson Tang

**Panel:** On The Way – Chief Executive Officer, Steven Gong  
Travel Executive of Informa Group , Gary Yip  
Alibaba Group- Customer Operation-Key Account Development General Sales Manager, Eddy Chen

**12:15-12:35 Industry Leader Keynote - Exploring the T&E Landscape:** Navigating Corporate Travel  
**Speaker:** Mastercard - VP Head of Products and Solutions, Commercial and NPP Greater China, Victor Cheung

**13:45-14:30 Practical Applications of Environmental Sustainability Initiatives**

**Keynote speaker:**

Li and Li Consultant – Founder and Managing Director, Jason Li

**Spring City Golf and Lake Resort** – General Manager, Vice President, Sabrina Cai

**Followed by Panel discussion**

**Moderator:** Corporate Travel Community - Executive Director, Dr. Benson Tang

**Panel:**

Li and Li Consultant – Founder and Managing Director, Jason Li

Spring City Golf and Lake Resort – General Manager, Vice President, Sabrina Cai

**14:30-15:15 The Great Debate:** The future of corporate travel

**Moderator:** Corporate Travel Community - Executive Director, Dr. Benson Tang

**Debaters:** Heycars – Chief Operating Officer, Kejian Wu

On The Way – Chief Executive Officer, Steven Gong

TUI BLUE Hotels and Resorts – Managing Director, Dr. Huilian Duan

**15:15-15:30 Closing Remarks**

Corporate Travel Community – A CTC Council Member

**15:30-15:40 COTTM and China Tourism Academy (CTA) Donation Ceremony**