



CHINA READY WORKSHOP PROGRAM

PRESENTED BY

Dr. Marcus Lee, CEO, China Travel Online

DATE

Thursday, April 25th, 2024

LOCATION

APEC Haus, Port Moresby, Papua New Guinea



ORGANIZED BY THE NCD GOVERNOR'S OFFICE,
PNG TOURISM PROMOTION AUTHORITY
AND CHINA TRAVEL ONLINE

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INFORMATION

ABOUT THE CHINA READY PROGRAM

WHAT IS CHINA READY?

Certified

China Ready® by CBISN is the largest China Ready Program launched in 50 countries, covering 6 continents, 25% of the Global Destinations. Established 2002, it was the first China Ready program launched.

China Ready provides assurance to Chinese visitors that destination and service providers understand and adhere to the Chinese hospitality standard. The program consists of several stages including research and workshop training. Exclusively issued by China Outbound Tourism Research Academy (COTA), the program is operated by CBISN and recognized by Ministry of Culture and Tourism. UNION PAY is part of the requirement.

BENEFITS

BELOW ARE 7 REASONS FOR SELECTING THIS PROGRAM:

1. 22 Years Experience Creator of "China Ready" Program
2. Results Launched in 50 Countries, several countries achieved more than 100% increase in Chinese visitors
3. Database Reach 80% of Chinese outbound travel agents
4. Authenticity Train by Chinese in English
5. Content more than 25 modules
6. Certified China Outbound Tourism Research Academy
7. Benefits Industry stakeholders and destination

INCREASE CHINESE VISITORS

Increase Chinese visitors through understanding of Culture & Custom, Industry Specific Knowledge, Expectations, post Covid19 preference change and Marketing to give you a Complete picture to be China Ready. Authenticity Guaranteed: Train by Chinese speaker with a Global perspective and high proficiency in English, who understood the Chinese Psychology and decision-making process.

ABOUT DR MARCUS LEE

Marcus Lee is CEO of China Travel Online, a leading China Outbound Travel portal on the China-wide web with over 100 destinations listed. The group consists of Technology, Media, and MICE, with offices across 10 countries in Asia and China. The portal reach 80% of the Chinese outbound travel trade. He sit on board as Chairman of China SME Business Owners Association (ICIF) with 11000 corporate members. Marcus speak 6 Chinese languages and is the author of the international bestseller "How to Outsmart China" featured by CNN, China Daily and Bloomberg.

WORKSHOP PROGRAM

TIME	PROGRAM
0800 - 0830	Registration and morning tea
0830 - 0832	Master Ceremony Opening
0832 - 0903	Welcome notes <ul style="list-style-type: none">- Hon. Isi Henry Leonard (TBC) Minister of Tourism, Arts and Culture- Mr. Chen Jiliang Counsellor, Deputy Head of Mission, Chinese Embassy- Hon. Powes Parkop, MP Governor, National Capital District
0905 - 1005	Executive Briefing: How to reach Chinese visitors Marcus Lee, Chief Executive Office, China Travel Online
1005 - 1030	Coffee Break
1030 - 1100	China Market Overview & Reopening
1100 - 1130	History, Society, Custom & Culture
1130 - 1200	Diverse Chinese, Business dealing, Negotiation
1200 - 1230	The "New Chinese Traveler" post Covid19
1230 - 1300	Industry specific knowledge
1300 - 1400	Lunch Break

AFTERNOON

1400 - 1430	Market Segmentation: FIT, MICE, Luxury
1430 - 1500	The Power of Social Media and Digitalization
1500 - 1530	Promotion and Marketing: offline
1530 - 1550	China Ready Certification & Accreditation
1550 - 1600	Assessment Test (short multiple choice)
1600 - 1620	Coffee Break
1620 - 1640	Upcoming China Activities for travel trade
1640 - 1700	Summary and Conclusion
1700 - 1720	Test Result, ID Number, Follow up program
1720 - 1745	Certificate Award and Group Photo

END