



2<sup>nd</sup> WTA GENERAL ASSEMBLY  
1<sup>st</sup> SESSION OF 2<sup>nd</sup> WTA COUNCIL  
WTA · XIANGHU DIALOGUE

# Manual

IN  
COOPERATION  
WITH



Hangzhou, China Feb. 23–26, 2023

## ▶ Reminders

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1. Recommended attire for all events is business.
2. Please show your badge for entry into the venues.
3. Meal vouchers are to be collected at registration.
4. On the morning of February 24, all guests are invited to the inauguration ceremony at the WTA Headquarters. Coach transfer will depart at the entrance of Sofitel Hangzhou Yingguan.
5. On the evening of February 24, all guests are invited to join us at the “Night of Hangzhou” Welcome Reception at the Hangzhou International Expo Center. Coach transfer will depart at the entrance of Sofitel Hangzhou Yingguan.
6. All guests are expected to take care of their personal expense.

**All information is as of February 20,2023.**

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# XIANGHU DIALOGUE

## 湘湖对话

LIVE WEBCAST

PHOTOS



Yangshipin.cn



Tencent Culture and Tourism



### ▶ Media Partner











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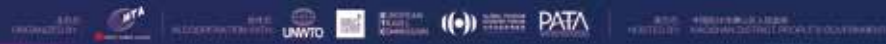
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2022世界旅游联盟·湘湖对话 WTA·XIANGHU DIALOGUE

和合共生·塑造未来旅游生态

HARMONIOUS SYMBIOSIS: A NEW PARADIGM FOR A NEW TOURISM



## ► About Xianghu Dialogue

In the past five years, WTA has successfully gained global recognition, notably with our enriching brand events, such as the highly-acclaimed annual WTA-Xianghu Dialogue. Through collaboration with major international organizations, the WTA-Xianghu Dialogue has grown into a respected international forum that delivers insightful and solution-focused perspectives on a wide range of issues facing our industry, bringing together destinations and decision makers, titans in tourism and technology, science and education for the benefit of our generation and beyond.

Today, as the global travel and tourism gradually recovers and returns to a post-pandemic new normal, many have adopted a myriad of innovative ways to communicate, market and operate their business. Opportunities to thrive in the altered landscape of the tourism sector do exist. Uncovering, finding and exploring these opportunities for growth requires a thoughtful and rigorous effort. With this in mind, WTA is bringing back its signature Xianghu Dialogue in Hangzhou, China on February 24 through 25, 2023. Through this, we hope to forge a path to a future that fulfills the potential and promise of travel and tourism as a major force of change and progress. This year's theme—Harmonious Symbiosis: A New Paradigm for a New Tourism—acknowledges our collective goal of a tourism reset for the revival of our industry.





## ► About the World Tourism Alliance

With the steadfast support from its members across the globe, the World Tourism Alliance—a comprehensive, non-governmental and nonprofit international tourism organization founded in 2017—has celebrated the 5th anniversary of its establishment. WTA's commitment to improve the international community and the lives of people throughout the world through tourism development remains strong as ever. At WTA, we strive to build an international platform of interconnection and sharing to promote global poverty reduction, peace and development through tourism.

Through practice, WTA has learned and grown tremendously to become an international platform for tourism cooperation. In the past five years, we have successfully gained global recognition, notably with our signature brand event, the Xianghu Dialogue. As well, we have forged strategic partnerships with international stakeholders and organizations. Our research studies have provided information-based support to our members and the community. WTA's Best Practices in Poverty Alleviation through Tourism is recognized as an impactful achievement in the universal endeavor of poverty eradication.

Encouraged by WTA's proactive role in the travel and tourism space, a great number of leading practitioners have joined us. To date, WTA has 228 members from 42 countries and regions throughout the world, including national and regional tourism associations, top tourism businesses, destinations, research institutes and the media.

## ▶ Program

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Agenda of the WTA General Assembly, Council Session and Xianghu Dialogue  
February 23-26, Hangzhou, China

### February 22<sup>nd</sup> | Wednesday

Afternoon Registration  
Venue: Lobby, F1, Sofitel Hangzhou Yingguan  
Opening hours of the registration desk: 12:00-20:00  
17:30-20:30 **Buffet Dinner:** CARROUSEL, F2, Sofitel Hangzhou Yingguan

### February 23<sup>rd</sup> | Thursday

Full day Registration  
Venue: Lobby, F1  
Opening hours of the registration desk: 8:00-20:00  
11:30-13:30 **Buffet lunch:** CARROUSEL, F2  
14:00-14:30 **2<sup>nd</sup> WTA General Assembly, Session 1** (WTA Members Only)  
Venue: YING GUAN, F3  
**Agenda:**  
Chair: Duan Qiang, Chair of 1<sup>st</sup> WTA Council  
1. Adoption of Agenda  
2. Election of Members of 2<sup>nd</sup> WTA Council  
14:30-16:00 **1<sup>st</sup> Session of the 2<sup>nd</sup> WTA Council** (WTA Council Members Only)  
Venue: KUA HONG, F4  
**Agenda:**  
Chair: Duan Qiang, Chair of 1<sup>st</sup> WTA Council  
1. Adoption of Agenda  
2. Election of WTA Chair



Chair: Chair of 2<sup>nd</sup> WTA Council

3. Election of WTA Vice Chairs
4. Election of WTA Secretary-General
5. Adoption of Nomination for WTA Deputy Secretary-General
6. Adoption of Implementation of General Program of Work Since Establishment and Proposed Program of Work for the Next Four Years
7. Adoption of WTA Audit Report Since Establishment and Budget Proposal for 2023
8. Adoption of Revisions to WTA Rules and Regulations
9. Group Photo & Coffee Break
10. Review and Adoption of the Resolutions of 1<sup>st</sup> Session of 2<sup>nd</sup> WTA Council

16:00-17:30 **2<sup>nd</sup> WTA General Assembly, Session 2** (WTA Members Only)

Venue: YING GUAN, F3

**Agenda:**

Chair: Duan Qiang, Chair of 1<sup>st</sup> WTA Council

1. Announcement of Elected Chair, Vice Chairs, and Secretary-General

Chair: Chair of 2<sup>nd</sup> WTA Council

2. Announcement of Nominated Deputy Secretary-General by the Council
3. Adoption of Proposal of Structure of WTA Membership Dues
4. Report on Implementation of General Program of Work Since Establishment and Proposed Program of Work for the Next Four Years
5. Report on WTA Audit Report Since Establishment and Budget Proposal for 2023
6. Report on Preparation for WTA-Xianghu Dialogue and WTA World Best Practices of Rural Revitalization Through Tourism 2022
7. Report on Status of WTA Headquarters Construction and Relocation of WTA Secretariat to Hangzhou
8. Adoption of Resolutions of 2<sup>nd</sup> WTA General Assembly

18:30-20:30 **Cocktail Reception**

Venue: LOHAS, F1

## February 24<sup>th</sup> | Friday

09:30-10:30 **Inaugural Ceremony of the WTA Headquarters**

Venue: CHAO SHENG Hall, WTA Headquarters

08:40 Transfer from Sofitel to the WTA Headquarters by coach

10:40 Transfer from the WTA Headquarters to Sofitel Hangzhou Yingguan by coach

11:30-13:30 **Buffet lunch:** CAROUSSEL, F2



- 12:00-13:15 **Luncheon** (By Invitation Only)  
Venue: PARIS, F3
- Afternoon **WTA·Xianghu Dialogue**  
Venue: YING GUAN, F3  
Moderator: LIU Shijun, WTA Secretary-General
- 14:30-15:30 **Remarks**
1. ZHANG Xu, Former Deputy Minister of Culture and Tourism of the People's Republic of China
  2. YI Lianhong, Secretary of the CPC Zhejiang Committee, China/Standing Committee of Zhejiang Provincial People's Congress, China
  3. Zurab POLOLIKASHVILI, UNWTO Secretary-General
  4. Reyes MAROTO ILLERA, Minister of Industry, Trade, and Tourism, Spain (Video)
  5. HU Heping, Minister of Culture and Tourism of the People's Republic of China

### **Session 1: Collaboration & Cooperation—Revitalizing the Global Tourism Industry for Prosperity**

- 15:30-15:45 **Speech**  
Topic: *China Re-Opens: Investing in Tourism for Jobs, Growth and Rural Development*  
Speaker: Zurab POLOLIKASHVILI, UNWTO Secretary-General
- 15:45-15:55 **Speech**  
Topic: *Promoting Equity, Diversity, and Inclusiveness—A Demonstration of the Leading Role of Tourism*  
Speaker: Pansy HO, Vice Chairman and Secretary-General of Global Tourism Economy Forum/Group Executive Chairman and Managing Director of Shun Tak Holdings Limited
- 15:55-16:10 Coffee Break
- 16:10-16:55 **Panel**  
Topic: *Promoting Collaborative Tourism Development amongst Countries and Regions*  
Moderator: ZHAO Ke, Director of WTA Liaison Office, Beijing
- Panelists:**
- H.E. Mr. Martin MPANA, Ambassador of the Republic of Cameroon to China  
H.E. Mr. Hussam AL HUSSEINI, Ambassador of the Hashemite Kingdom of Jordan to China  
H.E. Mr. Bishnu Pukar SHRESTHA, Ambassador of Nepal to China  
LAN Feng, Member of CPC Standing Committee, Director of the Department of Publicity, CPC Harbin Committee, China  
Mongkon WIMONRAT, Assistant Permanent Secretary, Ministry of Tourism and Sports, Thailand  
Frank SCHMIEDEL, First Counselor, Trade Section, EU Delegation to China

16:55-17:05 **Speech**  
 Topic: *Entering a New Era of China-EU Cultural and Tourism Cooperation on the 10<sup>th</sup> Anniversary of the Belt and Road Initiative*  
 Speaker: UJHELYI István, Member of European Parliament/Vice-Chair, TRAN Committee/Chairman, EU-China One Belt One Road Culture & Tourism Development Committee

17:05-17:15 **Release of WTA Best Practices in Rural Revitalization through Tourism, 2022**

## Session 2: Innovation & Progress—Keeping Up with Trends in Global Tourism Industry

17:15-17:25 **Speech**  
 Topic: *Seizing Opportunities and Adapting to the Trends-Forging Ahead to Thrive in the Altered Landscape of Tourism*  
 Speaker: WANG Haimin, Chairman and General Manager of China Tourism Group Corporation Limited

17:25-17:35 **Speech**  
 Topic: *The Direction, Path and Policy of China's Tourism in the New Era*  
 Speaker: DAI Bin, President of China Tourism Academy/Director of the China National Tourism Data Center

17:35-17:45 **Speech**  
 Topic: *Trends & Challenges in Asia Pacific Tourism*  
 Speaker: Soon-Hwa WONG, PATA Immediate Past Chair, Executive Board Member

17:45-18:30 **Panel**  
 Topic: *Evolution and Breakthrough of Tourism Businesses in the New Paradigm*  
 Moderator: QIU Hanqin, Dean and Distinguished Professor of the International School of Cultural Tourism, Zhejiang University City College

### Panelists:

1. Sarah WANG, Regional Director for Asia, World Travel & Tourism Council (WTTC)
2. Carson Lewis JENKINS, Emeritus Professor of International Tourism, University of Strathclyde, Glasgow, Scotland/Chair Professor of the International School of Cultural Tourism, Zhejiang University City College
3. HE Xiaozu, CPC Committee Secretary of Gansu Provincial Department of Culture and Tourism, China
4. WANG Wei, President of Shanghai Spring International Travel Service (Group) Co., Ltd.
5. LIU Zinan, SVP, Royal Caribbean Group/Chairman, Royal Caribbean Cruises, Asia

19:00-21:00 **Night of Hangzhou Welcome Reception**  
 18:40 Transfer to Hangzhou International Expo Center by coach





## February 25<sup>th</sup> | Saturday

### Session 3: A Comprehensive Approach—Advancing Quality Tourism Development

Venue: YING GUAN, F3

Moderator: XU Peng, Level-I Counsel of Zhejiang Provincial Department of Culture and Tourism, China

8:30-8:40

#### Speech

Topic: *Inheritance of Intangible Cultural Heritage and Sustainable Development in Culture & Tourism Integration*

Speaker: WANG Xiaofeng, President of China Intangible Cultural Heritage Protection Association

8:40-8:50

#### Speech

Topic: *New Development Practices for Industrial Convergence*

Speaker: LIANG Lingfeng, Chairman of Guangzhou Lingnan Commerce & Tourism Investment Group Co., Ltd.

8:50-9:00

#### Speech

Topic: *A Rethinking of Tourism Recovery: Stimulating New Consumption through Forging of New Platforms*

Speaker: ZHUANG Zhuoran, Vice President of Alibaba Group, CEO of Fliggy

9:00-9:45

#### Panel

Topic: *Reform and Innovation in Tourism and the Cultivation of New Business Styles*

Moderator: WANG Kan, Researcher of the Tourism Research Center, Capital University of Economics and Business

#### Panelists:

1. Pu Hong, Party Secretary of Lijiang Municipal Committee of CPC
2. QIN Dingbo, Deputy Director-General of Chongqing Municipal Development Committee of Culture and Tourism
3. LI Xinyu, Vice President of Trip.com Group
4. FAN Siyuan, Director, Vice President, Secretary of the Board, China CYTS Tours Holding Co., Ltd.
5. Cindy ZHAN, Country Director of CNN International

9:45-10:00

Coffee Break

### Session 4: Harmony & Sharing—Optimizing Tourism Destination Planning and Management

10:00-10:10

#### Speech

Topic: *A New Paradigm of Coordinated Culture and Tourism Development*

Speaker: FANG Shizhong, Director-General of Shanghai Municipal Administration of Culture and Tourism

- 10:10-10:20 **Speech**  
 Topic: *The Creation of a Fair Diversified Inclusive Destination*  
 Speaker: Adam BURKE, President and CEO of Los Angeles Tourism & Convention Board
- 10:20-10:30 **Speech**  
 Topic: *Adapting to Realities—the Harmonious Development of Resort and Destination Communities*  
 Speaker: Jean-Charles FORTOUL, CEO of APAC Resorts, Club Med
- 10:30-10:40 **Speech**  
 Topic: *Europe's New Role as a Major Destination for Quality-Based Outbound Tourism*  
 Speaker: Eduardo SANTANDER, Executive Director of the European Travel Commission (Video)
- 10:40-10:50 **Speech**  
 Topic: *Countryside, Homestay and Livestreaming—Multi-Dimensional Destination Service*  
 Speaker: YU Dunde, CEO of Tuniu.com
- 10:50-11:35 **Panel**  
 Topic: *Digital Transformation for Destination Building and Enhancement*  
 Moderator: George CAO, CEO of Dragon Trail International
- Panelists:**
1. FANG Tengfei, Vice President of Tencent Cloud/General Manager of Cultural and Tourism Industry, Tencent
  2. SONG Yingqiao, General Manager of MNC Key Account Division, Intelligent International Department of Ali Cloud
  3. PENG Lun, General Manager of Travel, China, Google
  4. JIANG Lieyi, CEO of Future Plus Technologies (Beijing) Co., Ltd.
  5. JIAO Leizhi, Director, Culture, Tourism and Sports Service Department, China Unicom
- 11:40-13:30 **Buffet lunch:** CAROUSSEL, F2
- 14:00-20:00 **Technical Visit or Send-off**  
 Transfer to Huzhou, Zhejiang departs at 14:00  
 Opening hours of the F1 information desk: 14:00-20:00

## February 26<sup>th</sup> | Sunday

- 08:00-15:00 **Technical Visit**  
 15:00 Send-off upon completion of technical visit



## ► Speakers

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### ◆ Remarks



**Remark**

**HU Heping**

Minister of Culture and Tourism of  
the People's Republic of China



**Remark**

**Zurab POLOLIKASHVILI**

UNWTO Secretary-General



**Remark**

**YI Lianhong**

Secretary of the CPC Zhejiang  
Committee, China/Standing  
Committee of Zhejiang Provincial  
People's Congress, China



**Remark**

**Reyes MAROTO ILLERA**

Minister of Industry, Trade, and  
Tourism, Spain (Video)



**Remark**

**ZHANG Xu**

Former Deputy Minister of Culture  
and Tourism of the People's Republic  
of China



◆ Session 1: Collaboration & Cooperation—Revitalizing the Global Tourism Industry for Prosperity



**Speech**

*China Re-Opens: Investing in Tourism for Jobs, Growth and Rural Development*

**Zurab POLOLIKASHVILI**  
UNWTO Secretary-General



**Speech**

*Promoting Equity, Diversity, and Inclusiveness—A Demonstration of the Leading Role of Tourism*

**Pansy HO**  
Vice Chairman and Secretary-General of Global Tourism Economy Forum/Group Executive Chairman and Managing Director of Shun Tak Holdings Limited



**Speech**

*Entering a New Era of China-EU Cultural and Tourism Cooperation on the 10<sup>th</sup> Anniversary of the Belt and Road Initiative*

**UJHELYI István**  
Member of European Parliament/  
Vice-Chair, TRAN Committee/  
Chairman, EU-China One Belt One Road Culture & Tourism Development Committee



**Moderator**

**LIU Shijun**  
WTA Secretary-General



◆ Panel

Topic: Promoting Collaborative Tourism Development amongst Countries and Regions



**Panelist**

**H.E. Mr. Martin MPANA**  
Ambassador of the Republic of  
Cameroon to China



**Panelist**

**H.E. Mr. Hussam AL  
HUSSEINI**  
Ambassador of the Hashemite  
Kingdom of Jordan to China



**Panelist**

**H.E. Mr. Bishnu Pukar  
SHRESTHA**  
Ambassador of Nepal to China



**Panelist**

**LAN Feng**  
Member of CPC Standing  
Committee, Director of the  
Department of Publicity, CPC Harbin  
Committee, China



**Panelist**

**Mongkon WIMONRAT**  
Assistant Permanent Secretary,  
Ministry of Tourism and Sports,  
Thailand



**Panelist**

**Frank SCHMIEDEL**  
First Counselor, Trade Section, EU  
Delegation to China



**Moderator**

**ZHAO Ke**  
Director of WTA Liaison Office,  
Beijing

◆ Session 2: Innovation & Progress—Keeping Up with Trends in Global Tourism Industry



**Speech**

*The Direction, Path and Policy of China's Tourism in the New Era*

**DAI Bin**

President of China Tourism Academy/  
Director of the China National Tourism  
Data Center



**Speech**

*Trends & Challenges in Asia Pacific Tourism*

**Soon-Hwa WONG**

PATA Immediate Past Chair, Executive  
Board Member

◆ Panel

Topic: Evolution and Breakthrough of Tourism Businesses in the New Paradigm



**Panelist**

**Sarah WANG**

Regional Director for Asia, World  
Travel & Tourism Council (WTTC)



**Panelist**

**Carson Lewis JENKINS**

Emeritus Professor of International  
Tourism, University of Strathclyde,  
Glasgow, Scotland/Chair Professor of the  
International School of Cultural Tourism,  
Zhejiang University City College



**Panelist**

**HE Xiaozu**

Party Committee Secretary of Gansu  
Provincial Department of Culture and  
Tourism, China



**Panelist**

**WANG Wei**

President of Shanghai Spring  
International Travel Service (Group)  
Co., Ltd.



**Panelist**

**LIU Zinan**

SVP, Royal Caribbean Group/  
Chairman, Royal Caribbean  
Cruises , Asia



**Moderator**

**QIU Hanqin**

Dean and Distinguished Professor of the  
International School of Cultural Tourism,  
Zhejiang University City College



◆ Session 3: A Comprehensive Approach—Advancing Quality Tourism Development



**Speech**

*Inheritance of Intangible Cultural Heritage and Sustainable Development in Culture & Tourism Integration*

**WANG Xiaofeng**

President of China Intangible Cultural Heritage Protection Association



**Speech**

*New Development Practices for Industrial Convergence*

**LIANG Lingfeng**

Chairman of Guangzhou Lingnan Commerce & Tourism Investment Group Co., Ltd.



**Speech**

*A Rethinking of Tourism Recovery: Stimulating New Consumption through Forging of New Platforms*

**ZHUANG Zhuoran**

Vice President of Alibaba Group, CEO of Fliggy



**Moderator**

**XU Peng**

Level-I Counsel of Zhejiang Provincial Department of Culture and Tourism, China

## ◆ Panel

Topic: Reform and Innovation in Tourism and the Cultivation of New Business Styles

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**Panelist****Pu Hong**

Party Secretary of Lijiang Municipal  
Committee of CPC

**Panelist****QIN Dingbo**

Deputy Director-General of  
Chongqing Municipal Development  
Committee of Culture and Tourism

**Panelist****LI Xinyu**

Vice President of Trip.com  
Group

**Panelist****FANG Yan**

Assistant President of Sunriver  
Holding Group Co., Ltd.

**Panelist****Cindy ZHAN**

Country Director of CNN  
International

**Moderator****WANG Kan**

Researcher of the Tourism  
Research Center, Capital University  
of Economics and Business



## ◆ Session 4: Harmony & Sharing—Optimizing Tourism Destination Planning and Management



### Speech

*A New Paradigm of Coordinated Culture and Tourism Development*

**FANG Shizhong**

Director-General of Shanghai Municipal Administration of Culture and Tourism



### Speech

*The Creation of a Fair Diversified Inclusive Destination*

**Adam BURKE**

President and CEO of Los Angeles Tourism & Convention Board



### Speech

*Adapting to Realities—the Harmonious Development of Resort and Destination Communities*

**Jean-Charles FORTOUL**

CEO of APAC Resorts, Club Med



### Speech

*Europe's New Role as a Major Destination for Quality-Based Outbound Tourism*

**Eduardo SANTANDER**

Executive Director of the European Travel Commission (Video)



### Speech

*Countryside, Homestay and Livestreaming—Multi-Dimensional Destination Service*

**YU Dunde**

CEO of Tuniu.com

## ◆ Panel

Topic: Digital Transformation for Destination Building and Enhancement

---

**Panelist****FANG Tengfei**

Vice President of Tencent Cloud/  
General Manager of Cultural and  
Tourism Industry, Tencent

**Panelist****SONG Yingqiao**

General Manager of MNC Key Account  
Division, Intelligent International  
Department of Ali Cloud

**Panelist****PENG Lun**

General Manager of Travel,  
China, Google

**Panelist****JIANG Lieyi**

CEO of Future Plus Technologies  
(Beijing) Co., Ltd.

**Panelist****JIAO Leizhi**

Director, Culture, Tourism and Sports  
Service Department, China Unicom

**Moderator****George CAO**

CEO of Dragon Trail International





## ► Moments with WTA



WTA New Year 2017



WTA Xianghu Dialogue 2018



WTA Xianghu Dialogue 2019



WTA Xianghu Dialogue 2020



Photo Exhibition of China's Practice on Poverty Alleviation Through Tourism held at the FAO headquarters in Rome



Presentation of China's Practice on Poverty Alleviation Through Tourism held at the FAO headquarters in Rome





Press conference on the release of WTA Best Practices of Rural Revitalization through Tourism 2021



Conferring the WTA membership certificate



The Third Forum on Grand Rivers Civilization and Tourism – WTA Yellow River Dialogue



WTA City Tourism Dialogue 2021

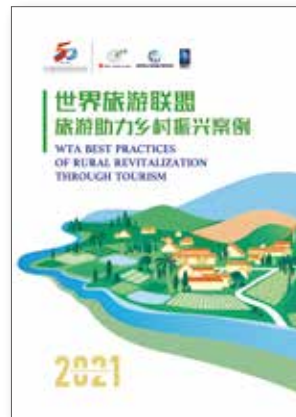
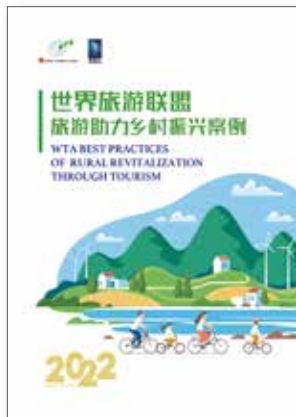


WTA Beidahu Dialogue 2021



WTA Yiwu Dialogue 2020

## ► Publications of WTA







## ► List of Participants

### Ministry of Culture and Tourism of the P. R. China

| Name           | Company/Organization  | Title  |
|----------------|---|--|
| HU Heping      | Ministry of Culture and Tourism, People's Republic of China | Minister   |
| ZHANG Xu       | Ministry of Culture and Tourism, People's Republic of China | Former Vice Minister   |
| ZHANG Yongxin  | Ministry of Culture and Tourism, People's Republic of China | Director-General, General Office   |
| WANG Chenyang  | Ministry of Culture and Tourism, People's Republic of China | Director-General, Department of Intangible Cultural Heritage   |
| MIAO Muyang    | Ministry of Culture and Tourism, People's Republic of China | Director-General, Department of Cultural and Travel Industries Development                                       |
| GAO Zheng      | Ministry of Culture and Tourism, People's Republic of China | Director General, Bureau of International Exchanges and Cooperation  |
| WANG Yongjian  | Ministry of Culture and Tourism, People's Republic of China | CPC Committee Secretary , Bureau of International Exchanges and Cooperation, Level I Inspector                   |
| GU Jin         | Ministry of Culture and Tourism, People's Republic of China | Level I Inspector, Department of Personnel   |
| WANG Heyun     | Ministry of Culture and Tourism, People's Republic of China | Level I Inspector, Department of Resource Development  |
| LI Jianwei     | Ministry of Culture and Tourism, People's Republic of China | Level I Inspector, Department of Market Management   |
| ZHENG Hao      | Ministry of Culture and Tourism, People's Republic of China | Level I Inspector , Bureau of International Exchanges and Cooperation  |
| ZHANG Xuxia    | Ministry of Culture and Tourism, People's Republic of China | Deputy Director-General, Department of General Administration  |
| Wang Jin       | Ministry of Culture and Tourism, People's Republic of China | Level II Inspector and Director, Department of General Administration  |
| CHEN Wenfeng   | Ministry of Culture and Tourism, People's Republic of China | Director of Minister's Office, Department of General Administration  |
| CHEN Yan       | Ministry of Culture and Tourism, People's Republic of China | Secretary to Minister  |
| WANG Qing'en   | Ministry of Culture and Tourism, People's Republic of China | Secretary to Mr. ZHANG Xu  |
| SUN Jiabao     | Ministry of Culture and Tourism, People's Republic of China | Director, Division of Policy and Research, Department of Policy and Legislation                                  |
| SHAO Erlang    | Ministry of Culture and Tourism, People's Republic of China | Director, Division of International Cooperation, Department of Cultural and Travel Industries Development        |
| TANG Dasheng   | Ministry of Culture and Tourism, People's Republic of China | Director, General Administration Office, Bureau of International Exchanges and Cooperation                       |
| ZHU Hongbin    | Ministry of Culture and Tourism, People's Republic of China | Director, Division of Policy and Research, Bureau of International Exchanges and Cooperation                     |
| PAN Ning       | Ministry of Culture and Tourism, People's Republic of China | Director, Project Coordination Division, Bureau of International Exchanges and Cooperation                       |
| GAO Wu         | Ministry of Culture and Tourism, People's Republic of China | Level I Consultant, Division of International Organizations, Bureau of International Exchanges and Cooperation   |
| YUAN Daxi      | Ministry of Culture and Tourism, People's Republic of China | Level I Consultant, Protocol and Translation Division, Bureau of International Exchanges and Cooperation         |
| ZHANG Xiao     | Ministry of Culture and Tourism, People's Republic of China | Level II Consultant, Division of European Affairs, Bureau of International Exchanges and Cooperation             |
| LI Xuebin      | Ministry of Culture and Tourism, People's Republic of China | Deputy-Director, General Office, Department of Cultural and Travel Industries Development                        |
| WANG Yongsheng | Ministry of Culture and Tourism, People's Republic of China | Deputy-Director, Division of International Cooperation, Department of Cultural and Travel Industries Development |

|              |   |  |
|--------------|---|--|
| ZHU Yanhui   | Ministry of Culture and Tourism, People's Republic of China | Deputy Director, Division of International Organizations, Bureau of International Exchanges and Cooperation                |
| LIU Yaohong  | Ministry of Culture and Tourism, People's Republic of China | Deputy Director, Protocol and Translation Division, Bureau of International Exchanges and Cooperation                      |
| LI Lin       | Ministry of Culture and Tourism, People's Republic of China | Level IV Consultant, Department of Resource Development  |
| FENG Ziqi    | Ministry of Culture and Tourism, People's Republic of China | Level III Principal Staff Member, Minister's Office, Department of General Administration                                  |
| ZHAO Lin     | Ministry of Culture and Tourism, People's Republic of China | Staff Member, General Office of Department of General Administration   |
| ZHANG Yihang | Ministry of Culture and Tourism, People's Republic of China | Staff Member, General Office, Department of Resource Development   |
| ZHANG Yanwen | Ministry of Culture and Tourism, People's Republic of China | Level I Principal Staff Member, Division of European Affairs, Bureau of International Exchanges and Cooperation            |
| YANG Yiyuan  | Ministry of Culture and Tourism, People's Republic of China | Level I Principal Staff Member, Division of International Organizations, Bureau of International Exchanges and Cooperation |
| JIAO Ying    | Ministry of Culture and Tourism, People's Republic of China | Staff Member, Division of International Organizations, Bureau of International Exchanges and Cooperation                   |
| DU Shuailin  | Ministry of Culture and Tourism, People's Republic of China | Protocol and Translation Division, Bureau of International Exchanges and Cooperation                                       |

## Zhejiang Province

| Name            | Company/Organization  | Title  |
|-----------------|---|--|
| YI Lianhong     | The CPC Zhejiang Provincial Committee, China/Standing Committee of Zhejiang Provincial People's Congress, China | Secretary/Director   |
| WANG Hao        | The CPC Zhejiang Provincial Committee, China/Zhejiang Provincial People's Government, China                     | Deputy Secretary/Governor  |
| LIU Jie         | The CPC Zhejiang Provincial Committee, China/The CPC Hangzhou Municipal Committee, China                        | Member of Standing Committee/Secretary                                 |
| CHEN Yijun      | The CPC Zhejiang Provincial Committee, China  | Member of Standing Committee, Secretary-General                        |
| HU Wei          | Zhejiang Provincial People's Government, China  | Vice Governor  |
| YAO Gaoyuan     | The CPC Hangzhou Municipal Committee, China/Hangzhou Municipal People's Government, China                       | Deputy Secretary/Vice Mayor  |
| WANG Bin        | The CPC Zhejiang Provincial Committee, China  | Deputy Director-General of General Administration Office               |
| JIN Xiaoming    | The CPC Zhejiang Provincial Committee, China  | Deputy Director-General of General Administration Office               |
| LIANG Qun       | Zhejiang Provincial People's Government, China  | Deputy Secretary-General   |
| CHEN Guangsheng | Zhejiang Provincial Department of Culture and Tourism, China  | Secretary of the Party Leadership Group                                |
| CHU Ziyu        | Zhejiang Provincial Department of Culture and Tourism, China  | Director-General   |
| RUI Hong        | Zhejiang Provincial Department of Culture and Tourism, China  | Deputy Director-General  |
| HUANG Haifeng   | The CPC Hangzhou Municipal Committee, China   | Member of Standing Committee, Director-General of Publicity Department |
| ZHU Hua         | The CPC Hangzhou Municipal Committee, China   | Member of Standing Committee, Secretary-General                        |
| CHEN Jin        | The CPC Hangzhou Municipal Committee, China   | Member of Standing Committee, Vice Mayor                               |
| WANG Min        | The CPC Hangzhou Municipal Committee/The CPC Hangzhou Xiaoshan District Committee                               | Member of Standing Committee/Secretary                                 |



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|----------------|---|---|
| LOU Yejie      | Hangzhou Municipal Bureau of Culture, Radio, TV, and Tourism, China                     | Director-General  |
| JIANG Yongzhu  | The CPC Xiaoshan District Committee, China/Xiaoshan District People's Government, China | Deputy Secretary/Head   |
| YANG Xincheng  | Xiaoshan District People's Government, Hangzhou, China                                  | Deputy Head   |
| WANG Rundong   | Xiaoshan District People's Government, Hangzhou, China                                  | Deputy Head   |
| HUANG Liang    | The CPC Zhejiang Provincial Committee, China  | Director of Secretariat, General Administration Office                          |
| ZHU Wubin      | The CPC Zhejiang Provincial Committee, China  | Deputy Director of Secretariat, General Administration Office                   |
| HOU Yousheng   | The CPC Zhejiang Provincial Committee, China  | Director  |
| CHEN Rufu      | Zhejiang Provincial Department of Culture and Tourism, China                            | Director, General Administration Office   |
| ZHENG Henghui  | Zhejiang Provincial Department of Culture and Tourism, China                            | Director, International Exchange and Cooperation Division                       |
| LIANG Bing     | Zhejiang Provincial Department of Culture and Tourism, China                            | Level IV Consultant, International Exchange and Cooperation Division            |
| ZHANG Xuejian  | Zhejiang Provincial Department of Culture and Tourism, China                            | Level I Principal Staff Member, International Exchange and Cooperation Division |
| CHEN Bin       | Hangzhou Municipal Bureau of Culture, Radio, TV, and Tourism, China                     | Director of General Administration Office                                       |
| ZHANG Jianwen  | Hangzhou Municipal Bureau of Culture, Radio, TV, and Tourism, China                     | Deputy Director of General Administration Office                                |
| YANG Baofu     | Hangzhou Municipal Bureau of Culture, Radio, TV, and Tourism, China                     | Director of Marketing & Promotion Center  |
| SUN Jianping   | The CPC Xiaoshan District Committee, China  | Director of General Administration Office                                       |
| ZHENG Jianming | Xiaoshan District People's Government, Hangzhou, China                                  | Director of General Administration Office                                       |
| ZHANG Wenbo    | Xianghu Tourist Resort Management Committee   | Director  |
| YU Gang        | Xiaoshan District Culture and Tourism Bureau, China                                     | Director  |
| MA Jianxiang   | Xianghu Tourist Resort Management Committee   | Deputy Director   |
| ZHU Xiaqing    | Xianghu Tourist Resort Management Committee   | Deputy Director, Xianghu Institute  |

## World Tourism Alliance

| Name        | Company/Organization   | Title                              |
|-------------|------------------------|------------------------------------|
| DUAN Qiang  | World Tourism Alliance | The First Chair                    |
| LIU Shijun  | World Tourism Alliance | Secretary-General                  |
| WANG Kunxin | World Tourism Alliance | The First Deputy Secretary-General |

## Partners

| Name                 | Company/Organization                                   | Title  |
|----------------------|--|--|
| Zurab POLOLIKASHVILI | United Nations World Tourism Organization (UNWTO)      | Secretary-General  |
| ZHU Shanzhong        | United Nations World Tourism Organization (UNWTO)      | Ambassador   |
| Mikheil NINUA        | United Nations World Tourism Organization (UNWTO)      | Director, Department of Administration and Finance                                 |
| Hae Guk HWANG        | United Nations World Tourism Organization (UNWTO)      | Director, Regional Department for Asia and the Pacific                             |
| Marcelo RISI         | United Nations World Tourism Organization (UNWTO)      | Chief, Department of Communications  |
| LIU Gang             | United Nations World Tourism Organization (UNWTO)      | Senior Officer, Regional Department for Asia and the Pacific                       |
| LI Yang              | United Nations World Tourism Organization (UNWTO)      | Programme Officer, Regional Department for Asia and the Pacific                    |
| Kamal BAGHIRLI       | United Nations World Tourism Organization (UNWTO)      | Multimedia Specialist, Department of Communications                                |
| Alba LOPEZ GETE      | United Nations World Tourism Organization (UNWTO)      | Digital Storyteller, Department of Communications                                  |
| Pansy HO             | Global Tourism Economy Forum/Shun Tak Holdings Limited | Vice Chairman and Secretary-General/Group Executive Chairman and Managing Director |
| CHIM Sheung Yee      | Shun Tak Holdings Limited                              | Personal Assistant   |
| Soon-Hwa WONG        | Pacific Asia Travel Association                        | Immediate Past Chair, Executive Board Member                                       |
| Maggie LV            | Pacific Asia Travel Association (PATA)                 | Head, Greater China  |
| Sarah WANG           | World Travel & Tourism Council (WTTC)                  | Regional Director for Asia   |

## Honoured Guests ( In no particular order)

| Name                      | Company/Organization   | Title  |
|---------------------------|--|--|
| UJHELYI István            | European Parliament/TRAN Committee/EU-China One Belt One Road Culture & Tourism Development Committee  | Member/Vice-Chair/Chairman   |
| Miguel SANZ CASTEDO       | Spanish Tourism Institute  | General Director   |
| Mongkon WIMONRAT          | Ministry of Tourism and Sports, Thailand   | Assistant Permanent Secretary  |
| Panupak PONGATICHAT       | Ministry of Tourism and Sports, Thailand   | Director, International Affairs Division   |
| H.E. Mrs. KONG Roatlomang | Ministry of Tourism of Cambodia  | Adviser and Deputy Director General of Tourism Development and International Cooperation |
| HENG Kimseang             | Ministry of Tourism of Cambodia  | Deputy-Chief of Bureau of Department of International Cooperation and ASEAN              |
| Nik Muhd Hasbi NIK DAUD   | Ministry of Tourism, Arts and Culture, Malaysia  | Senior Principal Assistant Secretary   |
| WANG Xiaofeng             | China Intangible Cultural Heritage Protection Association  | President  |
| LIU Jun                   | China Intangible Cultural Heritage Protection Association  | Director, General Administration Office  |
| DUAN Zhouwu               | Network of International Culturalink Entities/Center for the Establishment & Management of Overseas Cultural Facilities Ministry of Culture and Tourism, P.R.China | Director-General   |
| ZHENG Xia                 | Network of International Culturalink Entities  | Deputy Director, Exchange and Training Division  |
| ZHANG Jiayuan             | Network of International Culturalink Entities  | Staff Member, Business Management Division   |

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|---------------|---|--|
| LI Yaying     | ASEAN-China Centre                              | Deputy Director, Education, Culture and Tourism Division |
| HONG Jingjing | ASEAN-China Centre                              | Cultural Official  |
| XIONG Tao     | ASEAN-China Centre                              | Tourism Official   |
| LI Xin        | International Poverty Reduction Center in China | Deputy Director  |
| LIN Huadang   | International Poverty Reduction Center in China | Project Officer, International Exchanges Division        |
| LI Weiwei     | Global Alliance for Trade in Services           | Secretary-General  |
| WANG Hongyu   | Global Alliance for Trade in Services           | Head of Administrative Department                        |
| HUANG Xiaodi  | International Mountain Tourism Alliance         | Director, Beijing Liaison Office                         |

## Diplomatic Missions

| Name                           | Company/Organization   | Title                         |
|--------------------------------|--|-------------------------------|
| H.E. Mr. Martin MPANA          | Embassy of the Republic of Cameroon to China                               | Ambassador                    |
| Manou SOULEY                   | Embassy of the Republic of Cameroon to China                               | Head of Tourism office        |
| H.E. Mr. Hussam AL HUSSEINI    | Embassy of the Hashemite Kingdom of Jordan to China                        | Ambassador                    |
| H.E. Mr. Bishnu Pukar SHRESTHA | Embassy of Nepal to China  | Ambassador                    |
| Govinda Prasad BHATTARAI       | Embassy of Nepal to China  | Third Secretary               |
| Mustapha Wassim ABID           | Embassy of the Republic of Tunisia to China                                | Chargé d'Affaires a.i.        |
| Frank SCHMIEDEL                | Delegation of the European Union to China                                  | First Counsellor              |
| Maria LLINARES                 | Tourspain  | NTO Director                  |
| Carmen SHU                     | Tourspain  | Marketing Analysis            |
| Adrien ANDRIANASOLO            | Embassy of the Republic of Madagascar to China                             | Counselor                     |
| Gonzalo CASTILLO               | Embassy of Oriental Republic of Uruguay to China                           | First Secretary               |
| ZHANG Yige                     | Embassy of Oriental Republic of Uruguay to China                           | Cultural Officer              |
| Noramanina MOHD IDRIS          | Consulate General of Malaysia in Shanghai                                  | Vice Consul (Tourism Section) |
| XU Bin                         | Consulate General of Malaysia in Shanghai                                  | Director of Marketing         |
| YU Sen                         | Consulate General of the Republic of Seychelles / Seychelles Tourism Board | Senior Marketing Executive    |

## Tourism Boards

| Name              | Company/Organization   | Title                         |
|-------------------|--|-------------------------------|
| Anouar CHETOUI    | Tunisian National Tourist Office                               | Chief Representative in China |
| Mansoor MOHAMED   | South African Tourism  | Hub Head APAC                 |
| Holly QIAO        | South African Tourism  | Tourism Promotion Assistant   |
| Malgorzata TANSKA | Polish Tourism Organisation Beijing Office                     | Director                      |
| XING Daiqi        | Polish Tourism Organisation                                    | Marketing Specialist          |
| Franka GULIN      | Croatian National Tourist Board Shanghai Representative Office | Director                      |
| HUANG Chao        | Croatian National Tourist Board                                | Assistant                     |

## Provincial Culture & Tourism Departments (Geographically)

| Name          | Company/Organization   | Title  |
|---------------|--|--|
| WANG Rongli   | Hebei Provincial Department of Culture and Tourism, China  | Deputy Director-General  |
| LIN Kang      | Hebei Provincial Department of Culture and Tourism, China  | Deputy Director, Publicity and Foreign Cooperation and Exchange Division |
| LI Gui        | Shanxi Provincial Department of Culture and Tourism, China   | Level I Inspector  |
| LI Chaoyu     | Shanxi Provincial Department of Culture and Tourism, China   | Director, Exchange and Cooperation Division                              |
| ZHANG Wenjun  | Culture and Tourism Department of Inner Mongolia Autonomous Region, China  | Deputy Director-General  |
| DONG Lijun    | Culture and Tourism Department of Inner Mongolia Autonomous Region, China  | Director, International Exchange and Cooperation Division                |
| ZHAO Kuiwei   | Liaoning Provincial Department of Culture and Tourism, China   | Deputy Director-General  |
| HAN Tao       | Liaoning Provincial Department of Culture and Tourism, China   | Level II Consultant  |
| LI Qingjiang  | Heilongjiang Provincial Department of Culture and Tourism, China   | Director   |
| HE Xiangyuan  | Heilongjiang Provincial Department of Culture and Tourism, China   | Level III Consultant   |
| FANG Shizhong | Shanghai Municipal Administration of Culture and Tourism, China  | Director-General   |
| CHENG Meihong | Shanghai Municipal Administration of Culture and Tourism, China  | Deputy Director-General, Level I Inspector                               |
| YANG Jing     | Shanghai Municipal Administration of Culture and Tourism, China  | Director, Publicity and Promotion Division                               |
| FENG Zhi      | Shanghai Municipal Administration of Culture and Tourism, China  | Director, International Division   |
| RONG Rong     | Shanghai Municipal Administration of Culture and Tourism, China  | Level IV Consultant  |
| WANG Lei      | Shandong Provincial Department of Culture and Tourism, China/Shandong Provincial Cultural Heritage Administration, China | Director-General   |
| CUI Yuan      | Shandong Provincial Department of Culture and Tourism, China   | Director, Foreign Exchange and Cooperation Division                      |
| HU Yang       | Shandong Provincial Department of Culture and Tourism, China   | Section Chief, Foreign Exchange and Cooperation Division                 |

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|---------------|---|--|
| LI Yanqing    | Henan Provincial Department of Culture and Tourism, China                 | Deputy Director-General  |
| FAN Yiyao     | Henan Provincial Department of Culture and Tourism, China                 | Director   |
| ZHANG Fei     | Henan Provincial Department of Culture and Tourism, China                 | Deputy Director  |
| DONG Hongyang | Henan Provincial Department of Culture and Tourism, China                 | Principal Staff Member   |
| LI Shuyong    | Hubei Provincial Department of Culture and Tourism, China                 | Director-General   |
| YANG Wenxia   | Hubei Provincial Department of Culture and Tourism, China                 | Deputy Director, General Office                                  |
| TONG Jianxin  | Hubei Provincial Department of Culture and Tourism, China                 | Director, Exchange and Cooperation Division                      |
| ZHANG Xia     | Hunan Provincial Department of Culture and Tourism, China                 | Deputy Director-General  |
| NI Wenhua     | Hunan Provincial Department of Culture and Tourism, China                 | Director, Division of Promotion, Communication and Cooperation   |
| ZHENG Yi      | Culture and Tourism Department of Guangxi Zhuang Autonomous Region, China | Deputy Director-General  |
| WANG Xinrong  | Culture and Tourism Department of Guangxi Zhuang Autonomous Region, China | Deputy Director, International Exchange and Cooperation Division |
| YOU Yong      | Sichuan Provincial Department of Culture and Tourism, China               | Deputy Director-General  |
| CAI Lingyun   | Sichuan Provincial Department of Culture and Tourism, China               | Director, International Exchange and Cooperation Division        |
| SHI Lin       | Yunnan Provincial Department of Culture and Tourism, China                | Level I Inspector  |
| LIU Huiibo    | Yunnan Provincial Department of Culture and Tourism, China                | Level II Consultant  |
| MENG Xianguo  | Shaanxi Provincial Department of Culture and Tourism, China               | Deputy Director-General  |
| SUN Ni        | Shaanxi Provincial Department of Culture and Tourism, China               | Director, Foreign Cooperation and Exchange Division              |
| HE Xiaozu     | Gansu Provincial Department of Culture and Tourism, China                 | CPC Committee Secretary  |
| LIU Peng      | Gansu Provincial Department of Culture and Tourism, China                 | Level I Principal Staff Member                                   |

## WTA Members

| Name           | Company/Organization  | Title   |
|----------------|---|---|
| XU Peng        | Zhejiang Provincial Department of Culture and Tourism, China              | Deputy Director, Level I Inspector                                    |
| WANG Chunsheng | Shandong Provincial Department of Culture and Tourism, China              | Level II Inspector  |
| MA Jixia       | Shandong Provincial Department of Culture and Tourism, China              | Deputy Director, General Office                                       |
| QIN Dingbo     | Chongqing Municipal Development Committee of Culture and Tourism, China   | Deputy Director-General   |
| PENG Jinze     | Gansu Provincial Department of Culture and Tourism, China                 | Director, International and Hong Kong, Macao, Taiwan Affairs Division |
| YANG Hui       | Chongqing Municipal Development Committee of Culture and Tourism, China   | Level II Principal Staff Member                                       |
| WANG Min       | Chengdu Municipal Bureau of Culture, Radio, Television and Tourism, China | Deputy Director-General, Level II Inspector                           |



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|--------------|---|--|
| LI Dan       | Chengdu Municipal Bureau of Culture, Radio, Television and Tourism, China   | Deputy Director, International Exchange and Cooperation Division             |
| LIU Dongli   | Dalian Municipal People's Government, China                                 | Vice-Mayor   |
| NI Zhihe     | Dalian Municipal People's Government, China                                 | Deputy Director  |
| MA Tao       | Dalian Municipal Bureau of Culture and Tourism, China                       | Director-General   |
| WANG Wenyong | Dalian Municipal Bureau of Culture and Tourism, China                       | Director, Foreign Exchange and Cooperation Division                          |
| CHENG Jiayin | Dalian Municipal Bureau of Culture and Tourism, China                       | Deputy Director, Foreign Exchange and Cooperation Division                   |
| KE Xiandong  | Guangzhou Municipal Bureau of Culture, Radio, Television and Tourism, China | Deputy Director-General  |
| ZHANG Yang   | Guangzhou Municipal Bureau of Culture, Radio, Television and Tourism, China | Director, Marketing Division   |
| ZOU Xiaofang | Guangzhou Municipal Bureau of Culture, Radio, Television and Tourism, China | Level IV Consultant  |
| LAN Feng     | The CPC Harbin Municipal Committee, China                                   | "Member of CPC Standing Committee, Director-General of Publicity Department" |
| LIU Miao     | The CPC Harbin Municipal Committee, China                                   | Liaison Officer  |
| WANG Hongxin | Harbin Municipal Bureau of Culture, Radio, Television and Tourism, China    | Director-General   |
| WANG Kaiping | Harbin Municipal Bureau of Culture, Radio, Television and Tourism, China    | Specialist   |
| LIU Yufeng   | Hangzhou Municipal Bureau of Culture, Radio, TV, and Tourism, China         | Level II Inspector   |
| XIA Jun      | Nanjing Municipal Bureau of Culture and Tourism, China                      | Deputy Director-General  |
| ZHAO Xiujuan | Nanjing Municipal Bureau of Culture and Tourism, China                      | Level I Principal Staff Member   |
| XU Hongwei   | Qingdao Municipal Bureau of Culture and Tourism, China                      | Associate Counsel  |
| DU Baoren    | Qingdao Municipal Bureau of Culture and Tourism, China                      | Level II Consultant  |
| LIU Xingyuan | Wuhan Municipal Bureau of Culture and Tourism, China                        | Deputy Director-General  |
| LIU Chaoyu   | Wuhan Municipal Bureau of Culture and Tourism, China                        | Section Chief  |
| ZHAO Feng    | Xi'an Municipal Bureau of Culture and Tourism, China                        | Deputy Director-General  |
| XIAO Yu      | Xi'an Municipal Bureau of Culture and Tourism, China                        | Director, Foreign Exchange and Cooperation Division                          |
| HUANG Bishan | Xiamen Municipal Bureau of Culture and Tourism, China                       | Director-General   |
| PENG Jun     | Xiamen Municipal Bureau of Culture and Tourism, China                       | Director, International Exchange and Cooperation Division                    |
| LUO Lulin    | Xiamen Municipal Bureau of Culture and Tourism, China                       | Staff Member, International Exchange and Cooperation Division                |
| HAN Weibing  | Suzhou Municipal Bureau of Culture, Radio, Television and Tourism, China    | Director   |
| ZHU Shengwen | Suzhou Municipal Bureau of Culture, Radio, Television and Tourism, China    | Head, International Exchange and Cooperation Division                        |
| HAN Weibing  | Suzhou Municipal Bureau of Culture, Radio, Television and Tourism, China    | Director   |
| ZHU Shengwen | Suzhou Municipal Bureau of Culture, Radio, Television and Tourism, China    | Head, International Exchange and Cooperation Division                        |
| WANG Mingyao | Kunming Municipal Bureau of Culture and Tourism, China                      | Deputy Director-General  |
| LI Jindie    | Kunming Municipal Bureau of Culture and Tourism, China                      | Director, Foreign Exchange and Cooperation Division                          |
| LU Yi        | Luoyang Municipal Bureau of Culture, Radio, Television and Tourism, China   | Level II Consultant  |

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|----------------------|---|---|
| CHENG Sumin          | Luoyang Municipal Bureau of Culture, Radio, Television and Tourism, China | Section Chief, Exchange and Cooperation Section             |
| ZHANG Zixi           | Guilin Municipal Bureau of Culture, Radio, Television and Tourism, China  | Director-General  |
| HUANG Yan            | Guilin Municipal Bureau of Culture, Radio, Television and Tourism, China  | Deputy Director   |
| ZHUANG Zhuoran       | Alibaba/Fliggy  | Vice President/CEO  |
| ZHANG Chen           | Alibaba/Fliggy  | General Manager of Public and Customer Relations            |
| SONG Yingqiao        | Alibaba/Alibaba Cloud Computing Ltd.                                      | General Manager, MNC  |
| MA Yan               | Alibaba/Alibaba Cloud Computing Ltd.                                      | Senior Manager, Marketing                                   |
| AN Li                | Airbnb, Inc   | Vice President of Public Affairs, Airbnb China              |
| ZHONG Yiming         | Airbnb, Inc   | Head of GA  |
| ZHAO Chennan         | Airbnb, Inc   | Public Policy Manager                                       |
| SONG Fuhua           | Espro Information Technologies Ltd.                                       | Chairman  |
| ZHANG Ying           | Beijing Gongmei Group Co., Ltd.   | Deputy General Manager, Chief Legal Adviser                 |
| WANG Jingjing        | Beijing Gongmei Group Co., Ltd.   | Director, Operation and Management                          |
| LIU Hailei           | Qunar   | Senior Manager, Public Affairs                              |
| WANG Yanfei          | Beijing Capital Airlines Co., Ltd.  | Vice President, Marketing                                   |
| XU Mingye            | Beijing Capital Airlines Co., Ltd.  | Director, Hangzhou Hub                                      |
| LU Wei               | Beijing Tourism Group   | Vice President, Strategic Development and Investment Center |
| LIU Yina             | Walk Through Africa Tours   | CEO   |
| ZHAO Shuang          | Walk Through Africa Tours   | Business Director   |
| LI Feifei            | Legend Cultural Development Group Co., Ltd.                               | Director, President's Office                                |
| LIANG Haofeng        | Legend Cultural Development Group Co., Ltd.                               | Director  |
| WANG Wei             | Shanghai Spring International Travel Service (Group) Co., Ltd.            | President   |
| WU Hong              | Shanghai Spring International Travel Service (Group) Co., Ltd.            | Vice President  |
| Jean-Charles FORTOUL | Club Med  | CEO of APAC Resorts   |
| Jerome FERRIE        | Club Med  | Chief Financial Officer APAC                                |
| Cissy CHEN           | Club Med  | Vice President, Public Affairs, Asia Pacific                |
| Candy CHEN           | Club Med  | Manager, Asia Pacific Public Affairs                        |
| HUANG Yi             | Finnair Plc   | General Manager Finnair Mainland China                      |
| LIN Nvchao           | Fujian Tourism Development Group Co., Ltd.                                | Vice Chairman, General Manager                              |
| LI Hong              | GreenTree Hospitality Group Ltd.  | Vice President  |
| WANG Xi              | GreenTree Hospitality Group Ltd.  | Brand Director  |
| WANG Jinghuan        | GreenTree Hospitality Group Ltd.  | Staff Member of Marketing Department                        |
| CHE Chiqiang         | Guangdong Provincial Tourism Holdings Co., Ltd.                           | Chairman  |

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|----------------|---|---|
| WANG Jian      | Guangdong Provincial Tourism Holdings Co., Ltd.   | Deputy Director of General Administration Department<br>(Office of the Board of Directors)  |
| SU Zhigang     | Guangdong Federation of Industry & Commerce/<br>Guangdong-Hong Kong-Macao Greater Bay Area<br>Entrepreneur Union/Guangdong Chimelong Group Co.,<br>Ltd.   | Honorary President/Co-Chair/Chairman  |
| Ben LEE        | Guangzhou Li Zhi Network Technology Ltd.  | Co-Founder  |
| ZHOU Xiaoguang | Guilin Tang Dynasty Tours Co., Ltd.   | General Manager   |
| LI Haidong     | Guoao Group   | Vice President  |
| LOU Mengjie    | Guoao Group   | Marketing Director  |
| XU Jing        | Guoao Group   | Member of Investment Development Department   |
| XIA Xiaoyu     | Hangzhou Suntiandy Group Co., Ltd.  | General Manager of Performance  |
| ZHOU Yongbiao  | Hubei Culture & Tourism Group Co., Ltd.   | Deputy General Manager  |
| WAN Peng       | Hubei Culture & Tourism Group Co., Ltd.   | General Office Specialist   |
| ZHANG Shumin   | OCT (Shenzhen) Tourism Development Group Co., Ltd./<br>OCT Tourism Investment&Management Co., Ltd./Tourism<br>Research Centre, Chinese Academy of Social Sciences/<br>China Tourism Marketing Association | General Manager/President/Contract Research Fellow/<br>Vice President and Secretary-General |
| JIANG Minghao  | OCT (Shenzhen) Tourism Development Group Co., Ltd.  | Director, Enterprise Management Department  |
| Charles SHI    | Universal Parks & Resorts   | Senior Vice President of Government Affairs and General<br>Manager of Universal China       |
| ZHU Mingtao    | Emirates Travellers   | Manager   |
| LU Qi          | Emirates Travellers   | Sales Director  |
| LIU Zinan      | Royal Caribbean Cruises   | Senior Vice President and Chairman of Royal Caribbean<br>Cruises, Asia                      |
| LI Xue         | Royal Caribbean Cruises Service (China) Company Limited   | Head of Publicity and Public Relations  |
| Gloria WANG    | Royal Caribbean Cruises Service (China) Company Limited   | Director, Government Relations  |
| DAI Qing       | Jiang Tai International Travel (Beijing) Co., Ltd.  | Deputy General Manager  |
| CHEN Miaolin   | New Century Tourism Group   | Founder   |
| WAN Baoping    | Lianyungang Urban Construction Holdings Group Co., Ltd.   | General Manager   |
| QI Wenzhong    | Lianyungang Urban Construction Holdings Group Co., Ltd.   | Deputy General Manager  |
| LIANG Lingfeng | Lingnan Commerce & Tourism Group  | Chairman  |
| LI Feng        | Lingnan Commerce & Tourism Group  | Deputy General Manager  |
| XU Li          | Lingnan Commerce & Tourism Group  | Deputy-Director, General Administration Office  |
| Adam BURKE     | Los Angeles Tourism & Convention Board  | President and CEO   |
| Kate CHANG     | Los Angeles Tourism & Convention Board  | Executive Regional Director   |
| DONG Lei       | Los Angeles Tourism & Convention Board  | Director, Beijing   |
| LIN Lin        | Los Angeles Tourism & Convention Board  | Director, Guangzhou   |
| RUAN Juan      | Mafengwo.com  | Director  |
| LIU Tingting   | Mafengwo.com  | International Partnership Director  |
| WU Zhengyuan   | Meituan   | Deputy General Manager, Culture and Tourism<br>Cooperation and Promotion Center             |

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|---------------|---|--|
| KHAN Orgil    | Mongolia Juulchin World Tours Corporation                           | Chief Representative of China  |
| LIN Qiang     | Mongolia Juulchin World Tours Corporation                           | Representative   |
| FANG Liqun    | Nam Kwong (Group) Company Limited China Travel Service (Macao) Ltd. | General Manager  |
| XU Jun        | Nanjing Tourism Group   | Deputy-Director of Brand Publicity   |
| CUI Li        | Qyer  | Co-Founder   |
| LI Zhibin     | Qyer  | Head of Public Relations   |
| ZHANG Bo      | Qyer  | Director of Domestic Destination Marketing                                       |
| SATO Yasuyuki | JAL Group/Japan Airlines  | Executive Director/General Representative of China                               |
| YANG Xu       | Japan Airlines  | Head of Sales, North China   |
| CHEN Maoliang | Saudi Tourism Authority   | Country Manager of Greater China   |
| TENG Yiwen    | Saudi Tourism Authority   | Head of Commercial   |
| WANG Lin      | Shanxi Cultural Tourism Investment Holding Group Co., Ltd.          | Vice President, General Manager  |
| SUN Cheng     | Shanxi Cultural Tourism Investment Holding Group Co., Ltd.          | staff Member, General Administration office                                      |
| LI Xianfeng   | Shaanxi Tourism Group Co., Ltd.                                     | Deputy General Manager   |
| XIAO Pengzhou | Shaanxi Tourism Group Co., Ltd.                                     | Chairman of Qishan Company   |
| Joe SCHOTT    | Shanghai Disney Resort  | President and General Manager  |
| Murray KING   | Shanghai Disney Resort  | Vice President, Public Affairs and Communications                                |
| WANG Yan      | Shanghai Disney Resort  | Vice President, Government Affairs and Community Relations                       |
| Ralph GAO     | Shanghai Disney Resort  | Government Affairs Director  |
| LI Ting       | Visual China Group Co., Ltd.  | Chief User Officer   |
| REN Ding      | Sichuan Tourism Investment Group Co., Ltd.                          | Chairman   |
| YAO Xingping  | Sichuan Tourism Investment Group Co., Ltd.                          | Director of Group Office (Board of Directors Office)                             |
| WANG Haichen  | Hiseas International Tourism Group                                  | General Manager of Belgium Company   |
| Steven WEI    | Hiseas International Tourism Group                                  | General Manager Assistant  |
| QING Qinghui  | Tarsus Group  | Head of COTTM China  |
| Sarah HU      | Tarsus Group  | Sales & Marketing Manager  |
| FANG Tengfei  | Tencent   | Vice President of Tencent Cloud, General Manager of Cultural and Travel business |
| JIN Yu        | Tencent   | General Manager of Tencent Video offline Business                                |
| SUN Hui       | Tencent   | Secretary-General, Tencent Culture & Tourism Research Institute                  |
| SHA Yunhui    | Tongcheng Network Technology Co., Ltd.                              | General Manager of East China, Government Affairs and Cooperation Department     |
| YU Dunde      | Tuniu.com   | CEO  |
| LIU Dong      | Tuniu.com   | Deputy General Manager, Public Affairs Department                                |
| ZHANG Jie     | Tuniu.com   | Head of Public Relations   |
| ZHENG Nan     | Tuniu.com   | Public Relations Manager   |

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|----------------|--|--|
| Edwin ZHANG    | Mastercard Asia/Pacific Pte. Ltd.                | Vice President   |
| LIU Tuo        | Mastercard Asia/Pacific Pte. Ltd.                | General Manager, Business Development                          |
| WU Huanyu      | Mastercard Asia/Pacific Pte. Ltd.                | Deputy General Manager, Marketing and Communications, China    |
| JIANG Lieyi    | Future Plus Technologies (Beijing) Co., Ltd.     | CEO  |
| DAI Xiaolian   | Future Plus Technologies (Beijing) Co., Ltd.     | Vice President, General Manager                                |
| FANG Yan       | Sunriver Holding Group Co., Ltd.                 | Assistant President  |
| GONG Huting    | Sunriver Holding Group Co., Ltd.                 | Director of Public Affairs                                     |
| LI Xinyu       | Trip.com Group                                   | Vice President   |
| WANG Zhe       | Trip.com Group                                   | Deputy General Manager, External Affairs Department            |
| LIU Di         | Trip.com Group                                   | Deputy General Manager, Government Cooperation Department      |
| YANG Yunfeng   | Macrolink Culturaltainment Development Co., Ltd. | President  |
| ZHU Junliang   | Macrolink Culturaltainment Development Co., Ltd. | Assistant President  |
| Melvin NG      | Singapore Airlines Limited                       | General Manager China  |
| XU Lei         | Singapore Airlines Limited                       | Director of Industrial Affairs and Partnerships, China         |
| XU Shuai       | WildAid  | Manager of Media Relations and Cooperation                     |
| XU Yuhan       | WildAid  | Coordinator of Media Relations and Cooperation                 |
| QIU Wei        | Usunhome Cultural Tourism Co., Ltd.              | Chairman   |
| LI Yuanyuan    | Usunhome Cultural Tourism Co., Ltd.              | Director of Art  |
| WU Zhihong     | Usunhome Cultural Tourism Co., Ltd.              | Assistant at the Chair's Office                                |
| PEH Ke-Wei     | Changi Airport Group (Singapore) Pte Ltd.        | Vice President   |
| YANG Yongqing  | Changi Airport Group (Singapore) Pte Ltd.        | Senior Associate, Market Development                           |
| CHEN Zhuyi     | Zhejiang Tourism Group Co., Ltd.                 | Chairman   |
| ZHANG Xiongwen | Zhejiang Tourism Group Co., Ltd.                 | Director, Deputy General Manager                               |
| YAO Bin        | China Eastern Airlines Corporation Limited       | Vice General Manager of Zhejiang Branch                        |
| LI Xiilin      | China Eastern Airlines Corporation Limited       | Vice General Manager, Zhejiang Branch                          |
| NA Na          | Air China Limited                                | General Manager, Marketing Department                          |
| ZHAO Rong      | Air China Limited                                | Second Senior Manager, Marketing Strategy Research and Control |
| CAO Wei        | Air China Limited                                | General Manager Assistant of Zhejiang Branch                   |
| ZHANG Junfei   | China Unicom                                     | Senior Vice President, BG                                      |
| JIAO Leizhi    | China Unicom                                     | Director, Culture and Travel industry                          |
| HE Kewen       | China Unicom                                     | Director, Culture & Tourism Center                             |
| WANG Haimin    | China Tourism Group Corporation Limited          | Chairman, General Manager                                      |
| YOU Cheng      | China Tourism Group Corporation Limited          | President of the Research Institute                            |
| RAN Bing       | China Tourism Group Corporation Limited          | Secretary, General Manager's Office                            |



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|---------------------|---|---|
| ZHOU Bo             | China Southern Airlines Company Limited                     | Marketing Planning Supervisor   |
| YUAN Yuan           | China Southern Airlines Company Limited                     | Team Business Leader  |
| WANG Lixin          | China UnionPay  | Vice President  |
| CHEN Zhenjiang      | China UnionPay  | General Manager, Marketing and Brand Department   |
| Guido BRETTSCHEIDER | TUI China Travel Co., Ltd.                                  | CEO   |
| FAN Siyuan          | China CYTS Tours Holding Co., Ltd.                          | Director, Vice President, Secretary of the Board  |
| ZHANG Qin           | China CYTS Tours Holding Co., Ltd.                          | Chair of Zhejiang Branch  |
| NING Guoxin         | Beijing Utour International Travel Service Co., Ltd.        | Chief Administrative Officer  |
| Jeffrey ZHANG       | IHG Hotels & Resorts  | Vice President, Department of Development   |
| WANG Linhai         | IHG Hotels & Resorts  | Head, Regional Development of Zhejiang Province   |
| Folko ALEXANDER     | "World Without Borders" Travel Association                  | Asia Pacific Public Affairs Manager   |
| Kulay RAKYMET       | Eurasian Tourism Association                                | Manager of China  |
| WANG Sihao          | Europe-China OBOR Culture and Tourism Development Committee | Advisor and Board Member  |
| GAO Minlan          | European Federation of Chinese Tourism                      | President, Tourism Federation of Central and Eastern Europe                               |
| XUE Yiwei           | European Federation of Chinese Tourism                      | "President of FPTC - Associação Portuguesa Do Turismo Chinês<br>Chairman of Clotho, Lda." |
| CHEN Bo             | World Tourism Cities Federation                             | Executive Director  |
| LIU Yikai           | World Tourism Cities Federation                             | Deputy Director, Events Department  |
| ZHAO Xi             | World Tourism Cities Federation                             | Senior Manager  |
| WANG Shuo           | Global Tourism Economy Research Centre                      | Director  |
| LIU Zhongqin        | China Society of Territorial Economists                     | Chairman  |
| ZHANG Chaowei       | China Society of Territorial Economists                     | Secretary-General   |
| ZHANG Yunhui        | China Society of Territorial Economists                     | Deputy Secretary-General  |
| LI Lichan           | China Air Transport Association                             | Manager, Communication Exhibition Department  |
| ZHANG Rungang       | China Tourism Association                                   | Vice President and Secretary-General  |
| SUN Guizhen         | China Association of Travel Services                        | Vice Chair and Secretary-General  |
| ZOU Hao             | China Association of Travel Services                        | Deputy Secretary-General  |
| SONG Lei            | China Tourism Automobile and Cruise Association             | Secretary-General   |
| XU Ning             | China Tourism Automobile and Cruise Association             | Deputy Director, Business Cooperation Department  |
| XIN Tao             | China Tourist Hotels Association                            | Secretary-General   |
| LI Dan              | China Tourist Hotels Association                            | Director  |
| MA Xiaoting         | China Tourist Hotels Association                            | Deputy Director   |
| YAO Jun             | China Tourist Attractions Association                       | President   |
| HUO Jianjun         | China Tourist Attractions Association                       | Secretary-General   |
| DAI Bin             | China Tourism Academy/China National Tourism Data Center    | President/Director-General  |

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|----------------|--|--|
| YANG Liping    | China Tourism Academy  | Director, International Exchange and Finance Department (Promotion Department) |
| WU Bihu        | The International Center for Recreation and Tourism Research, College of Urban and Environmental Sciences, Peking University | Director   |
| WANG Xin       | China Academy of Culture & Tourism, Beijing International Studies University   | Associate Dean, Professor  |
| WU Linyun      | China Academy of Culture & Tourism, Beijing International Studies University   | Assistant Dean, Associate Professor  |
| WANG Wen       | Guilin Tourism University  | Vice President   |
| LI Rong        | Guilin Tourism University  | Deputy Director, International Exchange and Cooperation Division               |
| ZHENG Qunming  | College of Tourism, Hunan Normal University  | Deputy Dean  |
| MENG Yishuang  | College of Tourism, Hunan Normal University  | Director, Event Economics and Management Department                            |
| WEN Ji         | Shenzhen Tourism College of Jinnan University  | Executive Dean   |
| LI Zhou        | Shenzhen Tourism College of Jinnan University  | Deputy Dean  |
| XU Hong        | College of Tourism and Service Management, Nankai University   | Dean   |
| SUN Xian       | College of Tourism and Service Management, Nankai University   | Director, Innovation Education Center  |
| ZHANG Hongmei  | Shanghai Institute of Tourism  | Vice President   |
| MA Jianyu      | Shanghai Institute of Tourism  | Dean, International Exchange Center  |
| ZHOU Lingqiang | The Tourism Research Institute of Zhejiang University  | Director   |
| YING Tianyu    | The Tourism Research Institute of Zhejiang University  | Deputy Director  |
| YE Shun        | The Tourism Research Institute of Zhejiang University  | Assistant to Director  |
| WANG Fang      | Tourism College of Zhejiang  | Vice President   |
| HUANG Hui      | Tourism College of Zhejiang  | Dean, School of International Education  |
| SONG Rui       | Tourism Research Centre, Chinese Academy of Social Sciences  | Director   |
| XU Honggang    | School of Tourism Management, Sun Yat-sen University   | Dean   |
| LIU Pei        | School of Tourism Management, Sun Yat-sen University   | Assistant Professor  |
| Cindy ZHAN     | CNN International  | General Manager of China   |
| LU Qi          | CNN International  | Manager  |
| LI Pengchong   | China Tourism News   | Planning Director  |

## Special Guests ( In no particular order)

| Name      | Company/Organization                               | Title  |
|-----------|--|--|
| PU Hong   | The CPC Lijiang Municipal Committee, Yunnan, China | Secretary                                    |
| XIAO Jian | Lijiang Municipal People's Government, China       | Member of CPC Standing Committee, Vice-Mayor |
| ZHAO Xin  | The CPC Sishui County Committee, China             | Secretary                                    |
| TANG Ying | The Sishui County CPPCC, Shandong, China           | Vice Chair                                   |

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|----------------------|---|--|
| WANG Bo              | Poly Culture Group Corporation Limited                              | Chairman   |
| GUO Wenpeng          | Poly Culture Group Corporation Limited                              | General Manager  |
| HUANG Jun            | Organizing Committee of Global Tourism Forum of Boao Forum for Asia | Deputy Director  |
| MAI Shuo             | Organizing Committee of Global Tourism Forum of Boao Forum for Asia | Media Manager  |
| PENG Lun             | Google  | General Manager of Travel, China   |
| LIU Jia              | Google  | Manager, Public Policy and Government Affairs, Greater China               |
| ZHAO Kaiqian         | Google  | Manager, Public and Cultural Tourism Industry                              |
| Katherine ZHANG      | Google  | Vice President, Enterprise Customers, Google China                         |
| MIN Lingbo           | Guangdong Weiran Law Firm   | Director   |
| CAO Zhigang          | Dragon Trail International  | CEO  |
| LI Lijun             | Dick Cook Studios China Office                                      | Executive Vice President   |
| CHEN Fujiao          | Hunan Tourist Hotel Association                                     | Vice Chair and Secretary-General   |
| CHEN Wanrong         | Hunan Tourist Hotel Association                                     | Director, Activities Department  |
| HE Zhuanglong        | Shandong Tourist Hotel Association                                  | Chair  |
| ZHANG Hengshan       | Mount Yun Scenic Area, Shanxi, China                                | General Manager  |
| WANG Jianping        | Zhejiang Hotels Association   | Chair  |
| CHEN Qian            | Zhejiang Hotels Association   | Secretary-General  |
| ZHU Liping           | Xinqiao Hotel   | General Manager  |
| WANG Haiying         | Huayun Culture Group  | Chairman   |
| WANG Kan             | Economics and Business Tourism Research Center, Capital University  | Researcher   |
| QIU Hanqin           | Zhejiang University City College                                    | Dean and Distinguished Professor, International School of Cultural Tourism |
| Carson Lewis JENKINS | Zhejiang University City College                                    | Chair Professor, International School of Cultural Tourism                  |
| Asif KHAN            | Zhejiang University City College                                    | Lecturer   |

## Others

| Name          | Company/Organization  | Title                               |
|---------------|---|-------------------------------------|
| DAI Ru        | Culture, Radio, Television, Tourism and Sports Bureau of Wuxing District, Huzhou, China | Director                            |
| LI Haiqiang   | Tripvivid   | Associate Editor / Brand Director   |
| TANG Wei      | Chengdu Media Group International Communication Center                                  | Deputy General Manager              |
| XU Yili       | Chengdu Media Group International Communication Center                                  | Project Manager                     |
| WU Xiaohuai   | School of Tourism, Guangdong Polytechnic of Science and Technology                      | Dean and Professor                  |
| YAN Ming      | Guangdong New Baiyun Hotel Co., Ltd.  | Executive Director, General Manager |
| ZHANG Jianhua | Guangzhou Narada Hotel Huangpu  | General Manager                     |

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|----------------|---|---|
| GONG Aiqun     | Guangzhou Zhujiang Hotel  | General Manager   |
| ZHU Hongliang  | Hangzhou Senbo Resort Nature Park   | General Manager   |
| SHEN Xiaoqing  | Holiday Inn Hangzhou Airport Zone   | General Manager   |
| YAO Xianqing   | Hangzhou Xiaoshan District Tourism Association  | Secretary-General   |
| JIANG Yachun   | Hangzhou Xiaoshan Baosheng Hotel Co., Ltd.  | General Manager, Baosheng Hotel   |
| LIU Jianwen    | Furama Hotel Hunan  | Chairman  |
| WANG Xianwu    | Hunan Tourism Development Group Co., Ltd.   | Deputy General Manager  |
| CHEN Huajun    | Hunan Tourism Development Group Co., Ltd.   | General Manager   |
| DING Weimin    | Hunan Xiangtou Holdings Group Co., Ltd.   | General Manager   |
| HE Zhiyu       | Hunan Xiangtou Yangguang Group Co., Ltd.  | General Manager   |
| DENG Xiangyang | Yueyang Hotel, Hunan  | Executive Director  |
| YAN Jia        | Yueyang Hotel, Hunan  | General Manager   |
| WANG Rongqing  | Funfly Global   | Vice President  |
| Yereth JANSEN  | Shanghai Yuanju Culture Technology Co., Ltd./Darling Advertising + Design/CloudBridge – Media by Design | Expert/Co-Founder/CEO China/CEO China   |
| ZHANG Bei      | WWF (Switzerland), Beijing Office   | Project Manager   |
| HUANG Lin      | New Era Culture & Tourism   | General Manager   |
| WU Ruoshan     | New Era Culture & Tourism   | President   |
| ZUO Wei        | New Era C&T Academy   | Researcher  |
| SHANG Zijun    | Beijing Sanyuanqiao Sub-Branch, Industrial Bank Co., Ltd.   | Account Manager   |
| CHEN Yuxiang   | Yannian Hotel   | General Manager   |
| LIU Honghu     | Changsha Yannian Intercity Hotel  | General Manager   |
| ZHANG Ling     | Wuling C&T Integration  | Chairman  |
| Marsha MARR    | Shun Tak Holdings Limited   | Assistant to Chairman and Managing Director   |
| LI Zhuomin     | Shun Tak Holdings Limited   | PR & Comms Manager  |
| ZHAO Yichen    | Shun Tak Holdings Limited   | Senior Assistant to the Chairman of Shun Tak Holdings Limited / Director of Public Relations Department |
| ZHANG Juan     | Zhuhai Holiday Resort Hotel   | Director of Human Resources   |
| WANG Bo        | China Tourism Group Travel Services Co., Ltd.   | Assistant to General Manager of Inbound Department  |
| LI Yanjun      | C-Bank Resources Real Estate  | Vice President  |

## Media

| Name                                | Name                                |
|-------------------------------------|-------------------------------------|
| xuexi.cn                            | xinhuanet.com                       |
| People's Daily                      | yangshipin.cn                       |
| Xinhua News Agency                  | china.com.cn                        |
| CCTV                                | CRI Online                          |
| Guangming Daily                     | gmw.cn                              |
| China Daily                         | cnr.cn                              |
| China News Service                  | huanqiu.com                         |
| Workers' Daily                      | peopletrip.cn                       |
| China Youth Daily                   | Zhejiang Daily                      |
| People's Daily Overseas Edition     | Voice of Zhejiang                   |
| Global Times                        | Qianjiang Evening News              |
| Insight China                       | Hangzhou Daily                      |
| China News Weekly                   | HTV-1                               |
| China Culture Daily                 | Voice of Hangzhou                   |
| China Tourism News                  | DUSHIKUAIBAO                        |
| International Business Daily        | Guilin Radio and Television Station |
| China City News                     | sohu.com                            |
| Beijing News                        | travel.ifeng.com                    |
| China Business Herald               | takungpao.com                       |
| Consumption Daily                   | Tencent Culture and Tourism         |
| China & The World Cultural Exchange | qianlong.com                        |
| China Social Organization           | guojialvye.com                      |
| Beijing Daily                       | New LvJie                           |
| Beijing Youth Daily                 | Tripvivid                           |
| Beijing News Radio                  | wenlvpai.com                        |





## ► Hangzhou Impression



Located on the southeast coast of China and north of Zhejiang province, Hangzhou is the political, economic, cultural, educational, transportation and financial heartland of Zhejiang and a major international E-commerce center.

With a history of over 2,200 years, Hangzhou served as the capital of both Ng-Yuih Kingdom and Southern Song Dynasty and has long been hailed as an "earthly paradise". The city's heritage mirrors varied facets of cultures in the region as well as history including those of West Lake, Liangzhu, silk, tea, as well as of the numerous stories and legends that have been handed down over millennia.

The subtropical monsoon climate provides the city with four distinctive seasons. Each is charming in its unique way, allowing the visitor to view the sights of "flowers in spring, moonlight in autumn, breeze in summer and snow in winter".

A city of warmth, Hangzhou has been rated as "the happiest city in China" for 16 consecutive years. The 24-hour library, citywide free WiFi... impresses the visitor with its humanistic richness and never-stop progress along the pace of times.

In Hangzhou, you can hire a public bicycle to explore the bustling downtown, take a tour bus to browse the scenery of a living poetry, aboard a boat to feel the charm of a JiangNan water town or try its efficient metro system to famous cultural sites. Here, romantic and classic, tradition and vogue transform back and forth at will. One moment you are deeply immersed in the city's rich culture and next, find yourself indulging in its colorful leisure world.

