



GLOBAL TOURISM ECONOMY FORUM

世界旅遊經濟論壇

FÓRUM DE ECONOMIA
DE TURISMO GLOBAL

25 July 2017

Global Tourism Economy Forum Macao 2017 (GTEF) Forum and Business Matching Invitation October 16 - 17 (Monday to Tuesday), Macao SAR

Dear Our Honorable Business Matching Partners,

It is with great pleasure that I hereby write to invite you and your affiliates to participate at the **Global Tourism Economy Forum Macao 2017 (GTEF 2017)**, particularly the **Business Matching Sessions**, to be held from 16 to 17 October in Macao SAR, China.

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Ho Hau Wah 何厚鐸

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Alexis Tam 譚俊榮

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Cited by Chinese Premier Li Keqiang as one of the 19 key economic initiatives undertaken by the Macao SAR Government, Global Tourism Economy Forum brings together policy makers, entrepreneurs, academics, corporate leaders from China and the world each year to explore the challenges and opportunities in the global travel economy.

Inspired by the “16+1” economic framework initiated by China to intensify and expand cooperation with **Central & Eastern Europe (CEE)**, GTEF will present CEE as the Featured Partner Region, inclusive of all Central and Eastern European Countries (CEECs) in its 2017 edition. Under the theme of “**Regional Collaboration Towards a Better Future**”, with our feature Chinese province, **Guizhou**, GTEF 2017 will explore how regional collaboration can create a positive impact on global economy and contribute to sustainable tourism development.

Concurrent with the Forum, GTEF 2017 will connect investors from China and around the world who are seeking outbound investment opportunities with project owners who are looking for capital. Dedicated one-to-one Business Matching service and privately-scheduled meetings can be arranged for stakeholders in the tourism and related industries to provide them with real opportunities to connect with travel trade operators, high net worth individuals, investment bankers, private equity firms and various tourism related organizations, to establish new partnerships and to generate creative business synergy and collaboration.

We sincerely hope you can join us and we appeal for your assistance in promoting our event to your affiliates and members in support of this highly anticipated event.



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Should you have any questions, please do not hesitate to contact **Ms. Bella Ng** by email at bellang@shuntakgroup.com or by phone at +852 2859 3433 or **Mr. Patrick Chow** by email at patrick.chow@mazarineap.com or by phone at +852 3101 4684. Latest information regarding this year's Forum can also be obtained from our official website at www.GTE-Forum.com.

We look forward to receiving you in Macau in October!

Yours sincerely,

Pansy Ho
Vice-Chairman and Secretary-General
Global Tourism Economy Forum
Enclosure: Introduction to GTEF

Appendices:

1. GTEF 2017 Agenda Overview
2. GTEF 2017 Program Outline
3. GTEF 2017 Guest of Honor List
4. GTEF 2017 Speaker List
5. GTEF 2017 Business Matching Form



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Global Tourism Economy Forum

The Global Tourism Economy Forum (GTEF) is a leading international exchange platform designed to promote **sustainable development of the global tourism industry with a focus on China.**

Established in 2012 by the Global Tourism Economy Research Centre (GTERC) and located in Macao, the southern gateway of China, GTEF takes advantage of Macao's proximity to China, its strategic position in Asia, and its forerunner position in the region's burgeoning tourism economy to connect governments and industry players from Mainland China and around the world to bring about extensive and rewarding opportunities for **tourism promotion, investment and cooperation.**

A multi-purpose platform, GTEF not only brings together international government and industry leaders, experts, scholars and related industry partners to engage in discussions and debates about opportunities and challenges in the global tourism economy; it also provides the perfect environment for stakeholders in the tourism and related industries to explore the real opportunities that underlie China's regional integration policies, to network and to engage in business-matching and privately-scheduled meetings that bring new partnerships and business leads.

Launched under the auspices of All-China Federation of Industry and Commerce and China Chamber of Tourism, with the support of the Macao Special Administrative Region Government as the host city, GTEF has been blessed with the continued support from world-renown organizations such as World Tourism Organization (UNWTO), China National Tourism Administration (CNTA), World Travel and Tourism Council (WTTC) and Pacific Asia Tourism Association (PATA), World Tourism Cities Federation (WTCF), and European Travel Commission (ETC). GTEF has now successfully established itself as one of the most influential events in the tourism and related industries.

Since 2012, GTEF has attracted over 7,000 participants from 63 countries and regions, including 54 provincial and municipal delegations from China; and more than 300 internationally renowned speakers.