



Expanding Your Reach

CS Tourism Road Show/Trade Promotion to Southwest China (Dali and Lijiang, Yunnan)

The U.S. Commercial Service and Southwest China Trade Promotion Southwest China Center are organizing a road show and trade promotion in Dali and Lijiang, Yunnan, China from June 14-17, 2009 for U.S. tourism clients and trade promoters including U.S. convention and visitor bureaus, State tourism agencies, airlines, tour operators and other tourism suppliers and trade promoters.

The road show and trade promotion are designed to help U.S. tourism clients and trade promoters develop relationships with local tourism authorities, identify potential partners and explore market opportunities in the outbound travel and tourism market in Southwest China. The program includes visa and industry briefings by the U.S. Consulate General, a seminar on U.S. destinations where tourism interests can present/promote themselves and meet executives from local tourism government authorities, major tour operators, trade partners, and major media outlets.

The two-day road show offers:

- Develop U.S. tourism client relationships with local key governmental contacts
- Develop U.S. tourism client relationships with local major outbound tour industries, including tour operators
- Identify and establish U.S. tourism client presence in China's best prospect tourism markets
- Promote U.S. tourism interests
- Promote U.S. and China trade relationship

Cost: \$600 (including venue, hotel, meals and local transportation. Air tickets are not included)

If you are interested in the road show and trade promotion, please contact:

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We look forward to hearing from you and seeing you at the road show.