

Ready4China Conference Program

12 November, Conference Centre of Swissotel, Tallinn

09.30-10.00 Coffee and registration.
The moderator is a fan of Estonia and stand-up comedian [Louis Zezeran](#). The conference is in English.

10.00-10.10 Welcoming words by Viljar Lubi from the Ministry of Economic Affairs and Communications, and Margus Sameli from the Estonian Tourist Board.

10.10-11.20 [Mr Roy Graff](#), Managing Director EMEA, Dragon Trail Interactive: How to attract a Chinese individual tourist? Latest trends, Europe as a destination.

11.20-12.10 [Ms Josse Wang](#), Tencent Culture and Tourism Center (simultaneous translation from Mandarin to English): Marketing destinations for Chinese individual tourists – trends, channels, practical guidance and case studies.

A short introduction of World Cities Tourism Federation (WTCF) services to cities as tourist destinations, and ePassi, the Alipay marketing and payment solution provider.



12.30-13.30 Lunch and interaction with WTCF and ePassi.

13.30-14.00 [Mr Yang Xia](#), Longlegstraveller, Travel and Lifestyle Blogger: How to get in touch with Chinese travellers with the help of KOL?

14.00-14.40 [Ms Kaari Artemjeff](#), Marketing Manager of Helsinki Marketing: Helsinki – the European capital of smart tourism, case China.

14.00-15.00 Coffee break and interaction with WTCF and ePassi.

15.00-15.30 [Mr Danjun Qian](#), Sales Manager of International Sales, Tallink Silja OY: The Tallink China story. Global GOLD Prize of Chinese Tourist Welcome Awards.

15.30-16.20 Panel discussions, moderated by NGO Expotourism.

16.20-16.30 Summary of the conference and closing remarks by the Estonian Tourist Board.

