

Southern California-China Economic & Tourism Development Conference

Wednesday, May 4, 2011

Sheraton Park Hotel at the Anaheim Resort

"Southern California-China Economic & Tourism Development Conference" is presented by key Southern California tourism partners and Southern California export professionals. The focus of the conference is to share working knowledge with the growing Chinese market and how to attract more Chinese businesses to Southern California.

This conference will provide US tourism professionals and entrepreneurs with updated insight to better approach potential Chinese clients. With support from the Southern California Export Council, this conference will offer an insight to doing business with China for all levels of business professionals.

For the first time, hand-picked Chinese meeting planners and luxury tour producers from China will join the conference – an opportunity for US special events producers to showcase their ware! We urge Luxury Specialty Store events managers, Hotel events managers, Movie Studio events managers, Theme Park events managers, and Independent Special Events professionals to take advantage of this rare opportunity.

Key issues to be presented at the 2011 conference are:

- The tight-knit China-USA business partnership
- Doing Business with the Chinese
- Cultural insight
- Overcoming language barrier
- Understanding Chinese client's needs
- Competing against other nations (US vs. other destinations)
- Chinese financial system (money transfer to USA)
- Chinese Meeting Planner's destination selection process
- Relationship-focused (friendship before business)
- Marketing USA to China (how you can do your part)
- Business Travel vs. Corporate Travel vs. Leisure Travel
- Effective marketing material

Working with China – US Supplier Seminar

“Southern California-China Economic & Tourism Development Conference” is also an opportunity for US vendors to gain an in-depth understanding of the Chinese market, a new frontier unlike any other Asian market.

Conference Schedule:

0800~0845 Registration/Check-in

0900~10:45 Seminar part-I

Doing Business with the Chinese

Mr. Christopher E. Meyer, President, Asia Global

From his initial interest in studying Chinese culture and language to his eventual establishing an office in Shanghai, Mr. Meyer shares with us his experience on the REAL inner working of the Chinese business structure.

- How important is it to break the language barrier
- Is there an advantage of being an American working in China?
- Understanding Chinese business regulation
- Understanding Chinese financial transaction system
- What fascinates the Chinese about USA?

What do the Chinese Meeting Planners and Tour Operators Need from US?

Mr. Kuo and Ms. Zhang (two TOP special events planners from China)

- What's China's number one Out-Bound destination and why?
- How do Chinese planners qualify a conference destination?
- What dictates the leisure market?
- Cost factor vs. Quality factor.
- How much does VISA processing play into destination selection?
- Promotional material: Paper folder vs. Audio Visual?
- What do they look for in a hotel?
- Dietary requirement

Q & A

10:45~11:00 Break

11:00~11:40 Seminar part-II

Working the largest Chinese M.I.C.E group in the US history

Mr. Joe Chi, General Manager, Shine Tours

Mr. Chi will share his recent experience with the largest Chinese incentive tour ever graced the United States.

- What did it take to peak the client's interest?
- What's the client's destination selection process?
- M.I.C.E. clients' requirements
- Understanding/respecting the intricate Chinese inner working system.
- Client's operational requirement from suppliers.
- What will it take to earn Chinese M.I.C.E. business in the future?

11:40~12:00 **Q & A**

12:15~ 2:00 Luncheon Presentation joined by Chinese Trade

2:00~ 4:00 Business Mixer with SoCal-based Chinese travel professionals and entrepreneurs

Registration Link opens on Dec. 15, 2011. Details at <http://www.visitsocal.org/events.html>

Fee: \$175 for none affiliated members

\$125 for members of sponsoring CVBs



Christopher E. Meyer
Principal
AsiaGlobal

Mr. Meyer established AsiaGlobal in 2000. The firm has conducted extensive economic development work in the Pacific Islands and China on behalf of the U.S. Department of Interior's Office of Insular Affairs, and serves as a strategic partner to the University of Southern California's Marshall School of Business, assisting the school with a number of international business initiatives.

From 1997-2000, Mr. Meyer was Vice President of Sales & Marketing of Dartron, Inc., a California-based computer accessories manufacturer, based in Cypress, CA.. He overhauled the company's sales & distribution networks and brought about significant growth in revenue and profits while gaining new clients such as Dell, Apple and QPS.

From 1994-96, Mr. Meyer was a senior consultant with the premier U.S. site selection firm, PHH Fantus, establishing the China Practice Area for the firm while heading projects including Singapore-Suzhou Township, Caterpillar China (Xuzhou) and American Colloid.

Mr. Meyer served in the U.S. Government from 1990-93, as Senior Associate for Asia at the Overseas Private Investment Corporation (OPIC) in Washington, DC. As a member of the U.S. diplomatic corps, Mr. Meyer was charged with design and oversight of high-profile OPIC Missions to Indonesia, Malaysia, Singapore, eastern Germany, Portugal and Micronesia. He received the President's award for marketing excellence in 1992 and served as OPIC's representative on the inter-agency Trade Promotion Coordinating Committee.

From 1984-1990, Mr. Meyer was Market Development Manager, Asia-Pacific with diversified consumer products company, UST, Inc., Asia-Pacific, based in Hong Kong. He directed regional distributor sales strategy with full P&L responsibility and developed the Asia-Pacific region into the fastest growing and most profitable region in the International Division.

Mr. Meyer received his B.A. in East Asian Studies ('85) from George Washington University and an MBA ('94) in international business from the University of Southern California. He was president of USC's IBEAR alumni network in Southern California from 2000-04 and continues to serve as an executive committee member of the network. Since 2006, he has served on the Southern California District Export Council (DEC) by appointment of the U.S. Secretary of Commerce and George Washington University's Luther Rice Society Advisory Council. He speaks Mandarin Chinese and has lived and worked throughout the Asia-Pacific region since 1983.

Mr. Meyer lives in Fountain Valley, CA. He and his wife, Rebecca, are proud parents of three children ages 15-10.



太美行动文化传播 联合创始人 / 总裁
Kuo Ming
Co-Founder/CEO
Theme Travel Club

Kuo Ming graduated in 1988 from Beijing Normal University with a degree in History and taught at Beijing International Studies University. Mr. Kuo based his teaching on “Historical Reflection”, encouraged his students to learn from the past for a brighter future. Mr. Kuo’s accomplishment is ranked at the top in the Chinese Civil Travel Industry.

郭明先生 1988 年毕业于北京师范大学历史系，曾在北京旅游学院任教，用“以史为镜”打磨出其人生优秀轨迹。精读诸史，耳濡目染后透出一种成熟与厚重；勤奋耕耘，为人师表中散发出一种儒雅与镇定；商海逐浪，厚积薄发后洋溢出其睿智与豁达，尤其在港中 旅工作期间在中国公民旅游市场上创造出多个第一。

In August 2007 Mr. Kuo and some of the brightest minds in the industry created Trip TM Global Theme Travel Club with a focusing on global travel. Tai Mei’s founding principles derived from Mr. Kuo’s passion for history. “History of travel is gathering of human experiences”, Mr. Kuo noted. His vision on creating a service company to satisfy affluent Chinese travelers is shared by his colleagues.

2007 年 8 月，与中国众多商界精英联合创办了太美·全球主题旅行聚乐部。是太美 Trippies 趣皮士生活方式的倡导者和推动者，坚信人类的历史就是一部人类的相聚史、分享史和旅行史；致力于打造中国顶级高端客户人群的高品致旅行服务公司和生命资产管理机构。

Mr. Kuo’s achievement in tourism included, but not limited to:

2002, created a series of Chinese Civil outbound travel programs to Europe, Maldives, Hungary, South Africa, Mauritius, Fiji, with Inaugural Delegation and flight from China. Organized and escorted Governmental Delegations and large Commerce Delegations on international visits.

2002 年起，连续成功策划中国公民赴欧洲、马尔代夫、匈牙利、南非、毛里求斯、斐济等地旅游首发团和首航团，组织国家部委多个大型商务代表团组赴海外出访以及参加商务活动。

2002, awarded the AMWAY and Xi’an Yang Sen (Chinese AmWay equivalent) Outbound Incentive Program Designer title as the forerunner of Chinese MICE to overseas’ destinations. Mr. Kuo is a member of the highly respected Beijing Tourism Evaluation Committee.

自 2002 年起，连年组织安利、西安杨森等公司出境奖励旅游。在商务会奖旅游方面创造出许多经典案例。作为港中旅国际中国公民旅游的形象代表，被北京市旅游局评为首都旅游文明服务标兵，现为北京市旅游项目评审专家组成员。



.....where fun is always in season.....

Led 6000 soccer fans from China to attend the 2002 Japan-Korea International Soccer Championship; a FIRST sports delegation of its kind for China.

2002年率领其团队承担2002年日韩世界杯门票销售工作，组织6000多名球迷啦啦队赴日韩观摩世界杯，这是中国体育史或旅游史上第一次组织大规模的拉拉队赴海外参观赛事。

Under the directives of Hong Kong CITS (China International Travel Service), led a rescue delegation to extract trapped Chinese travelers from Thailand during the 2004 Tsunami disaster.

2004年1月，印度洋海啸时，当得知所属团队组团的游客受困于东南亚海啸时，在港中旅国际旅行社有限公司统一指挥下，包机飞赴普吉，第一时间营救被海啸围困的游客，受到各方面好评，向社会各界展示港中旅集团诚信、负责的企业形象。

Led Chinese government and tourism delegations to attend the 2004 Athens Olympic Games and was responsible for the events' ticket sales and receptive services for Chinese attendees.

2004年率领其团队，组织雅典奥运会门票销售和接待工作，承办国家旅游局和各地旅游局长赴雅典观摩。

In 2004, Mr. Kuo created a series of "All About Beijing" travel itineraries on behalf of Beijing Travel Bureau targeting cities such as Paris, London, Sydney, and Los Angeles as a prelude to the 2008 Beijing Olympic Games.

2004年起，与北京市旅游局合作，分别承办北京市旅游局“北京风情—舞动巴黎”、“北京风情—舞动伦敦”、“北京风情—舞动悉尼”、“北京风情—舞动洛杉矶”的宣传接待工作，展示北京旅游形象，为2008年北京奥运会宣传造势。

Led Chinese government and tourism delegations to attend the 2006 Italian Turin Winter Olympic Games and was responsible for the events' ticket sales and receptive services for Chinese attendees. These two assignments were FIRST OF ITS KIND in the Chinese sports travel history.

2006又负责意大利都灵冬奥会门票销售与接待工作。这两项赛事组织工作也是中国体育旅游史的第一次。

Mr. Kuo and Trip TM Global Theme Travel Club's numerous achievement in the Chinese tourism industry encompasses both domestic and international Corporate and MICE programs and have received countless tourism awards from the Chinese and foreign government agencies.

港中旅国际公民旅游总部在北京旅游宣传主流媒体《精品购物指南》组织的“企业品牌影响力”评比中，连续获得“影响2006.旅游品牌”、“影响2007.旅游品牌”，在北京各类媒体上发表过旅游访谈文章数篇，为港中旅国际旅行社获得北京市旅游企业最高奖“紫禁杯”和“诚信旅行社”以及“全国百强旅行社”等荣誉做出了积极贡献。



张莉女士
北京众信国际旅行社股份有限公司商务会奖 总经理
Zhang Li
General Manager
MICE Division
Beijing U-MICE WORLD

张莉女士现任北京众信国际旅行社股份有限公司商务会奖总司总经理一职，自2004年张莉女士入职以来曾任澳新部、商务会奖部总经理，

张女士自1994年进入中国旅游行业，先后任职于中青旅欧洲部、中旅总社美大部，从事入境接待业务。在中国会奖行业刚刚开始起步时，便于1996年底投入其中，先后任职于中旅社总社会奖部、港中旅国际会奖中心，是创始运营人之一

张女士及其下属凭借专业的技能与热情，一直服务于跨国500强企业，不仅使众信会奖在业内不断获得良好口碑，而且带领众信不断创造新高。

张女士是国际奖励旅游协会中国分会的会员，并一直积极参与会奖业在中国的推广工作；任中国MICE杂志首批名誉顾问。1997年张女士曾被提名获得“奖励旅游专业人士”奖项、曾获得澳洲旅游专家等称号

Ms. Zhang began her career in 1994 starting with Chinese Youth Travel Service CYTS Australian and New Zeland division, then moved on to China Travel Service CTS USA/Canada division. Ms. Zhang is currently the General Manager of Beijing U-MICE World, a highly respected corporate travel service provider.

Ms. Zhang was a forerunner of the Chinese Meeting, Incentive, Conference and Exhibit program, or MICE., during its inception in 1996 while working at the CTS headquarters' MICE dept. Ms. Zhang is also a co-founder of both China Travel Service Headquarters' MICE Division, and Hong Kong China International Travel Service MICE Division.

Ms. Zhang's enthusiasm and professionalism earned her a well deserved recognition by her peers in the industry. Constantly adapting to creative and new event concepts, Ms. Zhang's experience in servicing Fortune 500's MICE needs further elevated her status among the best of MICE planners in China.

As a member of China's Incentive Tourism Industry member, Ms. Zhang was assigned as the Primary Consultant for Chinese MICE projects. Ms. Zhang was awarded "Incentive Travel Industry Person of the Year" and the "Australian Tourism Industry Award".



JOSEPH CHI
President
Shine Tours, Inc.

In 1987, Joseph Chi joined Shine Tours, Inc. as one of the junior associates of the burgeoning tour agency. After 22 years, Joseph owns and operates Shine Tours, Inc. as an experienced and reliable partner in the tourism industry. Shine Tours, Inc. handles inbound tours from various parts of Asia, such as China, Indonesia, Malaysia, Singapore, and Taiwan. Under Joseph's leadership, the company specializes in MICE (Meeting, Incentive, Convention, and Education) groups who experience the United States and Canada through entertainment, education, or simply a relaxing vacation arranged by Shine Tours. Each experience requires the company's motto: Confidence, Consideration, Care, and Determination.

Joseph has cultivated a strong emphasis in the level of quality travelers experience through North America and condones a safe environment for the entire tourism industry. He has had the privilege to work with large companies such as, Samsung, Amway, Sunriders and Sony.... Joseph currently resides in Los Angeles with his wife, and two daughters.