



**100% PURE
NEW ZEALAND**

China Ready Workshop - Christchurch

Agenda Overview

Join Tourism New Zealand for an overview of our activity in the China market. We will provide key insights and information, helping you to build a deeper understanding of the China market and opportunities to work together.

This will be a working session where you will hear from Tourism New Zealand and businesses active in the Chinese market. From this session you should gain a better understanding of how you can promote your business in China. We will also cover ways for you to leverage our work through your channels and of course have time for questions.

Event Details:

Date: Friday 26 September

Time: 10.00 am – 1.00 pm

Venue: [Christchurch Town Hall](#)- Avon room

Register [here](#)

Time	Session Title	Description/Activity	Lead/Speaker
09:30 am	Guests arrive/Morning Tea	Registration and Name Card	
10:00 am	Workshop Begins		Sam Allen
10:05 am	RTO welcome speech		ChristchurchNZ
10:15 am	TNZ China Market Insights	China market insights, activity calendar	Sam Allen
10:30 pm	MC to introduce next speaker		Sam Allen
10:33 pm	Ideas on how to become China Ready	Including <ul style="list-style-type: none"> - Chinese tourist habits - What it means to be China Ready - How to make the product be China Ready, including how to collaborate with trade partners, OTA campaign, making the most out of sales calls, intro to RED social media 	Cissy Chen
10:50 am	Master Travel	Their insights on the China consumer and trade landscape	Mark Ma
11.05 am	MC to introduce Ctrip/trip.com		Sam Allen
11.08 am	Ctrip/trip.com	The evolving role of OTAs and what businesses need to do to get the most out of them.	Alice
11:26 am	An introduction to WeChat Pay		Betty Zhang
11:45 am	Case study – local operator to share China market experiences (15 mins) Workshop/Discussion Q& A (20 mins)	Operator to share a case study	Sam Allen, Rob (Fox Glacier Heli Hike – TBC)
12:20 pm	Workshop Ends		Sam Allen
12:25 pm	Networking		-