

\$16b in deals expected at tourism expo

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More than 36,500 buyers and 500,000 visitors from over 50 countries and regions are expected to attend the China (Guangdong) International Tourism Industry Expo from Thursday to Sunday.

The event is being held at the China Import & Export Fair Pazhou Complex in Guangzhou, the capital of Guangdong province.

The annual expo is organized by the Guangdong provincial government and the Guangdong Provincial Bureau of Tourism.

Agreements for 40 projects worth 102.2 billion yuan (\$16 billion) will probably be signed, according to the organizers.

Twenty-eight of the projects each have investment of more than 100 million yuan. Of these, two projects — the Baodeng Danxia Mountain International Tourism and Recreation Zone and the Danxia Mountain Industrial Park — each boast investment of more than 10 billion yuan.

Investment for each of three other projects — the Chikan Ancient Town Overseas Chinese Cultural Tourism Zone, the Doumen Rural Tourism Zone and the Huizhou Ancient Town Scenic zone — is more than 5 billion yuan.

Launched in 2005, the event has become China's largest tourism fair, according to Li Jianyi, director of the marketing development department at the Guangdong tourism bureau.

The expo features seven pavilions, including the China Pavilion and the Hotel Suppliers Pavilion, and will include activities such as ceremonies to celebrate contract signings, seminars, tourism promotions and food fairs.

Zhang Zhenlin, deputy director of the Guangdong Provincial Bureau of Tourism, said the exhibition area covers 100,000 square meters and there will be 5,000 booths.

At a news conference in July on preparations for the expo, Liu Jiebiao, deputy secretary-general of the Guangdong provincial government, said the province has become the most important tourism source market in China and the Asia-Pacific region.

The province's tourism revenue last year reached 922.7 billion yuan, and more than 7.5 million residents from Guangdong traveled overseas in 2014, Liu said.

This year's expo will further strengthen Guangdong and China's overseas cooperation and exchanges in tourism and improve China's tourism image and brand awareness, he said.

New pavilions

This year's event will feature two new pavilions — for tourism traffic and time-honored brands, Zhang said.

The Tourism Traffic Pavilion will display traffic services for airliners, caravans, high-speed railways, cruise liners and yachts.

Sixteen airlines, including China Southern Airlines, Air France, Delta Air Lines and Korean Air, will attend the event.

Visitors can also watch the operation of unmanned aircraft manufactured by DJ-Innovations Technology Co, the world's largest manufacturer of commercial drones, at the pavilion.

At the Time-Honored Brands Pavilion, visitors will be offered a taste of such delicacies as Huangshanghuang sausages, Wong Lo Kat herbal tea, Beeden honey and Eagle Coin canned foods.



The annual China (Guangdong) International Tourism Industry Expo has attracted exhibitors and visitors in the past years. PHOTOS PROVIDED TO CHINA DAILY

Food contests

The China Restaurant Expo and the Chinese Chef Festival, organized by the China Cuisine Association and the Guangdong Restaurant Association, will also be launched

at the expo.

More than 10,000 chefs from around the country and representatives from the World Association of Chefs' Societies will gather at the events, said Tan Haicheng, deputy

chairman of the China Cuisine Association and executive chairman of the Guangdong Restaurant Association. Six national cuisine contests will also be held.

Meanwhile, nine renowned

chefs from the Chinese mainland and overseas, including Xu Juyun, a master chef of Hunan cuisine, and Dai Long, the so-called Hong Kong god of cookery, will attend the China Summit of Gastronomy. They will make presentations and teach cooking skills.

Maritime Silk Road

As an important link for the ancient maritime Silk Road, Guangdong has played a big role in promoting the initiatives of the Silk Road Economic Belt and the 21st Century Maritime Silk Road, proposed by President Xi Jinping in 2013 with the purpose of rejuvenating the two ancient trade routes.

This year's expo will build a platform for international tourism cooperation and exchanges that focuses on the Maritime Silk Road at the International, Hong Kong, Macao and Taiwan Pavilion.

Major countries along the Maritime Silk Road, including Cambodia, Malaysia, Thailand and Indonesia, have confirmed to attend the event and will hold tourism promotions.

Internet experience

The expo will also make use of the Internet Plus strategy to enrich the contents of the event and offer visitors a better experience. Intelligent products and equipment, including electronic navigation systems, electronic maps used for mobile phones and tourism software will be displayed at the event. Intelligent technologies will also be used in such exhibition pavilions as the Tourism Hypermarket Pavilion, the International, Hong Kong, Macao and Taiwan Pavilion and the Hotel Suppliers Pavilion.

Tourism discount

As one of the seven pavilions



of the expo, the Tourism Hypermarket Pavilion covers more than 10,000 square meters.

More than 10 well-known travel agencies and online travel service providers, including Guangdong China Travel Service Co, the Guangdong branch of China Youth Travel Service and Tuniu.com will offer visitors 100,000 quotas for popular tourism products with discounts totaling more than 50 million yuan, according to the expo's organizing committee.

New tourism products that feature traditional Chinese health methods and recreational agriculture will also be launched at the expo.

Visitors can also have a taste of authentic German beer at a booth for Oktoberfest, one of the world's most famous beer festivals held annually in Munich, Germany. The expo introduced the beer festival in 2011.

Paper and electronic tickets for the expo will be distributed to the public for free. Every visitor can get up to three paper tickets at outlets of designated travel agencies or ticket booths at the expo by presenting their ID cards. They can also get an electronic ticket by subscribing to Guangdong Lvyou, the WeChat public account for the Guangdong Provincial Bureau of Tourism, or scanning the QR code for the expo, and attend the event through a special passage for electronic tickets.



The pavilions

The China (Guangdong) International Tourism Industry Expo, which runs from Thursday to Sunday, features six pavilions at the China Import & Export Fair Pazhou Complex in Guangzhou, Guangdong province:

China Pavilion

The pavilion displays China's high-speed rail network and highlights major tourism destinations along the railways. Self-service tourism products that cover scenic areas, restaurants and travel agencies will be launched. Attending travel agencies will also offer their products to the public at discount prices.

The Guangdong Tourism Bureau and the Guangdong Bureau of Traditional Chinese Medicine will launch an exhibition booth that feature tra-

ditional Chinese health methods and strive to industrialize related tourism products. Other activities, including seminars, ceremonies celebrating the signing of contracts and the launch of new tourism routes will also be held to promote the development of traditional Chinese medicine and tourism.

International, HK, Macao and Taiwan Pavilion

The pavilion boasts booths that feature the 21st Century Maritime Silk Road, tourism cooperation with South Pacific island countries and well-known hotels. Exhibitors from more than 50 countries and regions, including Japan, South Korea, Singapore and Turkey, will attend events at the pavilion.

Tourism Hypermarket

Pavilion

As the most popular pavilion in previous expos, the Tourism Hypermarket Pavilion will offer discounted tourism products provided by more than 10 leading travel agencies, including Guangdong China Travel Service Co, the Guangdong branch of China Youth Travel Service, Nanhu International Travel Service Co and Tuniu.com. Other events include a beer festival, a qipao show and performance by the Yao ethnic people.

Hotel Supplies Pavilion

The pavilion feature products in 11 categories, including hotel lighting, kitchen equipment, furniture and cleaning equipment. More than 30,000 buyers are expected to attend exhibitions at the pavilion.

More than 4,000 manufac-

turers of hotel supplies, including the ITW Group from the United States, a Global Fortune 500 company, will attend the exhibitions.

The Chinese Kitchen Utensils Chamber of Commerce and the Zhongshan Hotel Supplies Association will set up record-size booths at the pavilion.

To promote a move to introduce more public toilets launched by the China National Tourism Administration in January, the expo also has an exhibition for bathroom products. Chinese and foreign products, including Vonga from South Korea and Luzbao from Zhongshan, will be displayed at the pavilion.

Tourism Traffic Pavilion

The pavilion is composed of three exhibition halls that feature air, sea and land travel.

Tourism vehicles displayed at the pavilion include airliners, caravans, high-speed railways, cruise liners, yachts, gliders, sailing boat and motorboats.

Sixteen airlines, including China Southern Airlines, Air France, Delta Air Lines and Korean Air will attend the event.

Caravan and cruise ship companies that are expected to attend include RV International Vehicles Trade & Marketing Co, Maxus, Royal Caribbean International and Princess Cruises.

Visitors can also watch the operation of unmanned aircraft manufactured by DJ-Innovations Technology Co, the world's largest manufacturer of commercial drones, at the pavilion.

Time-Honored Brands

Pavilion

The pavilion is a first for this year's expo. The products displayed at the pavilion include Huangshanghuang sausages, Wong Lo Kat herbal tea, Beeden honey, Tiger Head flashlights and Eagle Coin canned foods. Visitors can enjoy the delicacies and attend seminars on the innovative development of time-honored brands.

Food Pavilion

A range of events, including food exhibitions and cooking contests, will be held at the pavilion. Nine renowned chefs from the Chinese mainland and overseas, including Xu Juyun, a master chef of Hunan cuisine; Gao Bingyi, a master of Shandong cuisine; and Dai Long, the Hong Kong "god of cookery" will attend the China Summit of Gastronomy.

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Major events

Sept 10 9:30-9:55 Opening Ceremony of the 25th China Chefs Festival 2015 No 8 conference room, Zone B, China Import and Export Fair Complex	Tourism Industry Expo 2015 Zhuijiang Walking Street, Zone A, The Complex	10:20-11:10 The Pavilion Tour Zone A, The Complex	10:00-11:15 Opening Ceremony of China Time-Honored Brand & Famous Brand Expo 2015 and Launching Ceremony of "One Day Visit for Guangdong Time-Honored Brands" event Lecture Hall C, Time-Honored Brand Pavilion 4.2, Zone A, The Complex	11:00-13:00 Russia tourism promotion and Friendly China Program news conference Lecture Hall A, Pavilion 1.2, Zone A, The Complex
16:30-19:30 Guangdong Overseas Tourism Promotion Center Annual Meeting 2015 Soluxe Hotel Guangzhou	10:00-11:15 Opening Ceremony of China Time-Honored Brand & Famous Brand Expo 2015 and Launching Ceremony of "One Day Visit for Guangdong Time-Honored Brands" event Lecture Hall C, Time-Honored Brand Pavilion 4.2, Zone A, The Complex	11:00-11:50 Huizhou Tourism Day event Stage Area, Tourism Supermarket, Zone A, The Complex	11:10-12:30 Tourism promotion on Nyingchi, the Tibet autonomous region Lecture Hall B, International, Hong Kong, Macao and Taiwan Pavilion 1.2, Zone A, The Complex	11:15-13:30 China Hotel Industry Annual Meeting 2015

11:00-11:20 Launch of "Multi-stops, One-voyage" Guangdong-Hong Kong-Macao tour Pavilion 1.2, International, Hong Kong, Macao and Taiwan, Zone A, The Complex	14:00-14:50 Traditional Chinese Medicine Wellness Tourism seminar Zhuijiang Walking Street, Zone A, The Complex	15:00-17:00 News conference for the 11th Oktoberfest Pavilion 3.2, Zone A, The Complex	14:30-18:00 Guangdong Unicom Smart Tourism Symposium 2015 Baiyun Hall, Shangri-La Hotel	14:30-17:30 Tourism & Transportation Connectivity Summit Conference Area, Pavilion 5.2, Zone A, The Complex
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14:50-16:30 China Hotels Supplies Annual Meeting 2015 and China Hotel Supplies Industry Awards Ceremony Pavilion 5.1, Zone A, The Complex	Sept 12 11:00-11:50 Pavilion Tour by provincial leaders The Complex Zone A, The Complex	9:30-11:00 China (Guangdong) International Tourism Exchange Meeting 2015 Banquet Hall A, Floor 3, The Westin Pazhou	9:30-11:30 Tourism promotion on Kashgar, the Xinjiang Uygur autonomous region
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Lecture Hall B, International, Hong Kong, Macao and Taiwan Pavilion 1.2, Zone A, The Complex	13:15-16:30 Joint road show by four Central European countries Lecture Hall A, International, Hong Kong, Macao and Taiwan Pavilion 1.2, Zone A, The Complex	15:00-16:30 Happy Meizhou tourism promotion Stage Area, Tourism Supermarket 3.2, Zone A, The Complex	Sept 13 11:00-11:30 News conference on Reviews of China (Guangzhou) International Tourism Industry Expo 2015 Stage Area, Tourism Supermarket 3.2, Zone A, The Complex
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