

Early bird -5% off until the end of the year

中国出境游研究所

CHINA OUTBOUND TO RESEARCH INSTITUTE

2024 广州国际 ジェンク GUANGZHOU INTERNATIONAL TRAVEL FAIR

中国进出口商品交易会展馆C区 Area C, China Import & Export Fair Complex

2024年5月16-18日 May 16-18, 2024



GITF Guangzhou International Travel Fair

Founded in 1993, GITF started as the first international tourism fair in China. With now more than 30 years of history, it has become the most important tourism exhibition for South China and the Greater Bay Area, the starting point for more than half of all international trips in Chinese outbound tourism.

GITF 2024 will offer from May 16-18, 2024, the first opportunity in the year of China's outbound tourism revival to meet old and new Chinese business partners from all over China, with a focus on South China, Hong Kong SAR and Macau SAR.

Extended floor space, more featured themes and new villages for well-being, education, outdoor activities and sustainable tourism provide different formats to choose from for exhibitors.

The International Chinese Outbound Tourism Conference, organised by COTRI China Outbound Tourism Research Institute, will bring together the major experts and stakeholders to analyse the ways Chinese travellers want to be informed, inspired and satisfied in their search for new destinations and new experience.

GITF 2024 – meet, learn, innovate, succeed.



Exhibition Halls of GITF 2024

Hall 14.1 Culture & Lifestyle

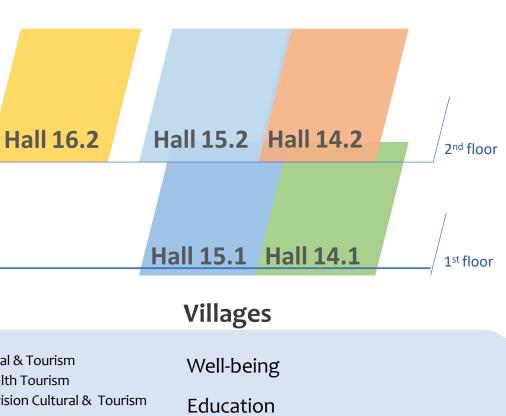
- Hall 15.1 Digitalization, Thematic Tourism
- Hall 14.2 Tour Operators
- Hall 15.2 Inbound & Travel Destination
- Hall 16.2 Outbound & MICE

Exhibit Categories

Tourism Board & Bureau Tourism Association Travel Agency / Travel Operator Scenic Spot / Theme Park Museum / Art Museum / Science Museum Cultural & Creative Product Game & Amusement Equipment / Parentchild Equipment Anime IP & Toys Gifts Airlines / Airline Alliance / Airline Agency Tailor Made Travel

Tourism Real Estate

Cultural & Tourism Project Intangible Cultural Heritage Red Tourism IT Service for Tourism Industry B&B / Resort / Hotel / Hotel Group On-line Reservation Service Cruise Yacht / Yacht Club MICE / Event & Conference Management City Planning / Landscape Design Digital Cultural & Tourism Sports & Health Tourism Films & Television Cultural & Tourism Car Rental RV / Self-drive Club Financial Product for Tourism Destination Management Company Ice Snow Tourism Tourism Commodities



Outdoor activities

Sustainable tourism



Outbound Tourism & MICE

In 2024, GITF offers the first opportunity to meet Chinese tour operators, experts and media in the fair and the Chinese Outbound Tourism Conference. Last year, exhibitors from more than 55 countries participated, for 2024 an even higher number is expected.

For the first time, there are five different ways to exhibit including joint stands of four "villages" covering specific topics. The villages provide the opportunity also for SME companies, attractions and hotels, universities, home stay providers etc. and for smaller destinations to work with the Chinese market with a limited budget and an all-inclusive offer. Easier, more cost-efficient and more effective.

Find an overview about the offers for:

- Raw space
- Shell scheme
- De Luxe booth
- Village participation with company/organisation representative present
- Village participation with pre-trained local booth staff present



Villages for exhibitors with topical offers – Fitting for new Chinese demand and supply structures

On the demand side, Chinese outbound travellers in the post-pandemic period are looking for "discoveries" of new destinations and activities to show their sophistication to their online and offline friends, they have developed more interest in nature and outdoor activities and for authentic experiences, closer to the local culture. Sustainable tourism and overseas education attract especially younger customers.

Many Chinese follow their special interests in their travels, they choose the activity first, from golf to staying with a local family, from wine-tasting to hiking, not saying: Lets go to Australia and see what I can do there, but: I love National Parks, every year I want to visit another one in a different country. So it make sense to put all National Parks together in one stand.

On the supply side many national tourism organisation are less likely to organise a national stand at a Chinese tourism fair for a number of reasons, including high numbers of visitors from within the region for main destinations and main seasons, strained political relations and concerns about pollution from long-distance air travel. Some still have not noticed the change from low-spending package groups to thematic smaller customised groups providing higher margins.

Thats why villages at the GITF 2024 are ideal for special interest offers all in one place, providing an easy and affordable way to profit from the new business opportunities in the Chinese market.



GITF 2024 Pricing for individual exhibitors



RAW SPACE

* Minimum size: 18 sqm **RMB 3,240 / sqm + 6% VAT** *Plus RMB 28 per sqm special decoration administration fee.



DELUXE BOOTH * Size: 18 sqm **RMB 58,000 / 18 sqm + 6% VAT**



SHELL SCHEME

* Minimum size: 9 sqm RMB 30,060 / 9 sqm + 6% VAT As of September 2023: 10,000 RMB = 1,306 € 10,000 RMB = 1,392 US\$ (for information only)

GITF 2024 Village Participation

VILLAGE PARTICIPATION WITH REPRESENTATIVE PRESENT

Four thematic villages

- Well-being
- Education
- Outdoor activities
- Sustainable tourism

Each village consists of one or several shared stands with specific logo and decoration. Visitors of GITF 2024 are informed beforehand and offered matchmaking tools for pre-arranged meetings.





GITF 2024 Village Participation

- Participation is possible with own representative or with local pre-trained booth staff
- PR and Marketing for the villages is done before, during and after the GITF 2024 in international and Chinese printed and social media. Special thematic activities at each village are organised daily.
- All village exhibitors are provided with an exclusive online webinar about "How to prepare for a tourism fair participation in China" with many practical tips and are supported for their visa application.
- Extra services including printed or electronic Chinese language marketing materials, interpretation services, hotel booking and transfer services are all available at competitive prices.





GITF 2024 Pricing for Village participation

VILLAGE PARTICIPATION WITH REPRESENTATIVE PRESENT

- Shared stands with thematic decoration, space for printed materials and poster, table and chairs for negotiations, coffee, tea and water provided, possibility to participate in GITF conference
- 500 Chinese / English language business cards translation and printing and provision of invitation letter for visa for exhibitor(s) included

One meter stand including one meter wide wall for posters, table and chairs shared with one other exhibitor. One representative at the stand Euro 2,900 all-inclusive

Two meter stand including two meter wide wall for poster, own table and chairs. One or two representative at the stand Euro 5,400 all-inclusive





+VAT if applicable

GITF 2024 Pricing for Village participation

VILLAGE PARTICIPATION WITHOUT LOCAL STAFF PRESENT

- Shared stands with thematic decoration, space for printed materials and poster, table and chairs for negotiations, coffee, tea and water provided
- Chinese and English speaking pre-trained booth staff present for whole period of fair with pre-fair online training by exhibitor, organised and supervised by village organisers
- All collected contacts (name cards, WeChat) provided after the fair

One meter stand including one meter wide wall for posters. One booth staff at the stand Euro 3,200 all-inclusive

Two meter stand including two meter wide wall for poster. One booth staff at the stand Euro 5,400 all-inclusive



+VAT if applicable



GITF 2024 Chinese Outbound Tourism conference

During the international tourism conference on China's outbound tourism at GITF 2023 speakers from global organisations including WTTC, ETC, PATA, WTCF and others as well as from major tourism companies and NTOs shared their insights into the new wave of Chinese outbound travellers.

In May 2024 a set-up of equally knowledgeable and relevant speakers and panelists will be present during the full-day conference, including exhibitors from the four villages. This time however it will be possible to learn from almost one and a half year of post-pandemic Chinese outbound tourism. Changes in trends and behaviour will be apparent and the tools for transformation will be presented.





Speakers Chinese Outbound Tourism Conference 2023



Maribel Rodriguez WTTC (World Travel & Tourism Council) Senior Vice President



Eduardo Santander European Travel Commission CEO



Antonio Teijeiro Yunxi Espana CEO



Małgorzata Tańska Director of Polish National Tourist Office in Beijing



Peter Semone Pacific Asia Travel Association Chairman



Joel Keimelo PNG TPA Acting Senior Marketing Officer



Liu Yikai World Tourism Cities Federation Deputy Event Director



Zheng Yu World Animal Protection China office Wildlife Campaign Manager



Prof. Wolfgang G. Arlt COTRI CEO



Horst Lommatzsch chl Asiaconsult CEO



Kevin Hannam University of Saint Joseph, Macau Pro-Rector for Research



Ana-Maria Lafuente Cordoba Spanish Tourist Office Guangzhou Counsellor for Tourism



Olivier Ponti ForwardKeys Vice President



Prof. Xu Honggang Sun Yat-Sen University Dean of the School of Tourism Management



GITF 2024 Chinese Outbound Tourism conference - Preliminary program

South China and the Greater Bay Area – Connecting to the major source market for Chinese Outbound Tourism

09.30 – 10.00 h	Admission
10.00 – 10.10 h	Welcome and Opening
	VIP from UNWTO / WTTC
10.10 – 10.40 h	Prof. Dr. Wolfgang Georg Arlt, CEO COTRI:
	Keynote: China's Outbound Tourism – Lessons learned from post-pandemic development
	of the world's biggest tourism source market.
10.40 – 11.10 h	VIP from UNWTO / WTTC / ETOA / ETC / PATA
	Keynote: Providing quality services for the New wave of Chinese visitors
11.10 – 11.30 h	CEO Hong Kong Tourism Board
	Keynote: The Greater Bay Area as a major source market for Chinese outbound travel
11.30 – 12.00 h	Panel I (Experts from organisations and CEOs companies) Sustainable tourism offers for
	Chinese visitors: Experiences and new offers in times of Climate Change
12.00 – 12.30 h	Panel II (Experts from organisations and CEOs companies) Outdoor activities: New forms
	of marketing for international summer and winter outdoor tourism offers
12.30 – 14.00 h	Lunch Break



GITF 2024 Chinese Outbound Tourism conference Preliminary program

South China and the Greater Bay Area – Connecting to the major source market for Chinese Outbound Tourism

- 14.00 14.30 h Interview: Prof. Dr. Wolfgang Georg Arlt speaks with CEO of Partner Country of GITF 2024 about activities of partner country for the Chinese market
- 14.30 15.00 h Panel III (Experts from organisations and CEOs companies) Education and Vocational Training cooperation between China and international Higher Education Institutions
- 15.00 15.30 h Leader trip.com

Keynote: New travel demand and travel organisation of Gen Y and Gen Z

- 15.30 16.00 h Panel IV (Experts from organisations and CEOs companies) Well-Being and Slow Tourism: Outbound travel for balance and awareness
- 16.00 16.30 h CTW CHINESE TOURIST WELCOMING AWARD Award Ceremony with presentations by five Gold Award winners from different continents Chairs: Prof. Dr. Wolfgang Georg Arlt and Prof. Xu Honggang, Dean of the School of Tourism Management at Sun Yat-Sen University, Guangzhou
- 16.30 16.50 h Q&A discussion of All Speakers with the audience: All you always wanted to know about China's outbound tourism
- 16.50 17.00 h LUCKY DRAW and Final remarks



WeChat Video

Account

WeChat

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WHERE CONNECTIONS HAPPEN

Website: www.gtf.co



REVIEW GITF 2023

Domestic exhibitors



Gather many exhibitors of inbound and domestic tourism business and find an unparalleled showcase here, displaying performances and products with regional characteristics to fascinate visitors to travel and to experience the culture.



Tour Operators

This hall gathers together various well-known travel agencies to launch tourism products and offer discount promotions. It also includs airlines, scenic spots who would like to sell tickets on site.

Digitalization, Theme Tourism

Focusing on the latest digital applications in the cultural and tourism industry, such as VR/AR virtual augmented reality, service robots, guidance robots, tourism big data platforms, sports simulation equipment, travel cars, aircraft, yachts and related industries, intelligent warehouses, 3D visual application industry, cloud tourism, Metaverse+culture, AI cultural and tourism experience, high-tech assistance in cultural relic protection and restoration, scenic area traffic monitoring, tourism security visualization, etc. Be tightly connected with different theme tourism such as health tourism, sport tourism, and ice snow tourism, etc.





Culture & Lifestyle

Starting from the new characteristics of consumption, combining with the new demand of cultural tourism market trend, the area focuses on displaying tourism culture and lifestyle, aiming to create a comprehensive cultural tourism platform that can attract the entire community.













Buyers Night

The event is for selected exhibitors and VIP buyers to get together at a well-prepared cocktail party, to gather with friends in the industry and share delicious food, wine and the latest news and gossip!

Let's Join GITF















55 Countries & Regions

GITF2023 Statistics

22,000 m² 39,046

Floor space Trade Visitors

73 Buyer Delegations



175 Media

GITF 2023 Statistics



40+ Consuls, Representatives 300+ VIP attended Opening Ceremony



300+ Officials, Buyers, VIP Exhibitors attended Buyer Night 4,205 match making meetings by Pre-scheduled Appointment System



7 Awards Delivery 13 Winners

5 Thematic Forums



37 Exhibitor Seminars & Activities



GITF 2023 Exhibitor Data

A 20 157 24

29.13%

Tourism Board & Bureau

15.39% B&B/Resort/ Hotel

10.62% Digital Cultural& Tourism

10.11% Local Tour Operator 5.76%

Tour Operator

4.86% Others

10.06%

Museum / Cultural & Creative Attractions

8.22% Scenic Spot

5.85% Sports Tourism

12.11% Business Trave Management

> **11.91%** Personalized Tour Operator

31.25% 8.87% Travel Agency / Association

GITF 2023

Visitors Analysis

12.37% MICE On

8.78% Online Booking Service

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6.37% Scenic Spot /

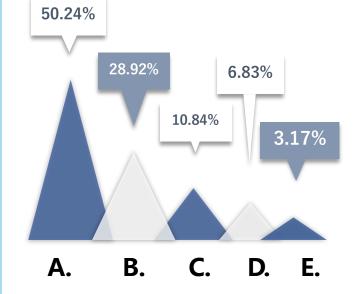
8.34% Others



GITF 2023 Buyer Analysis





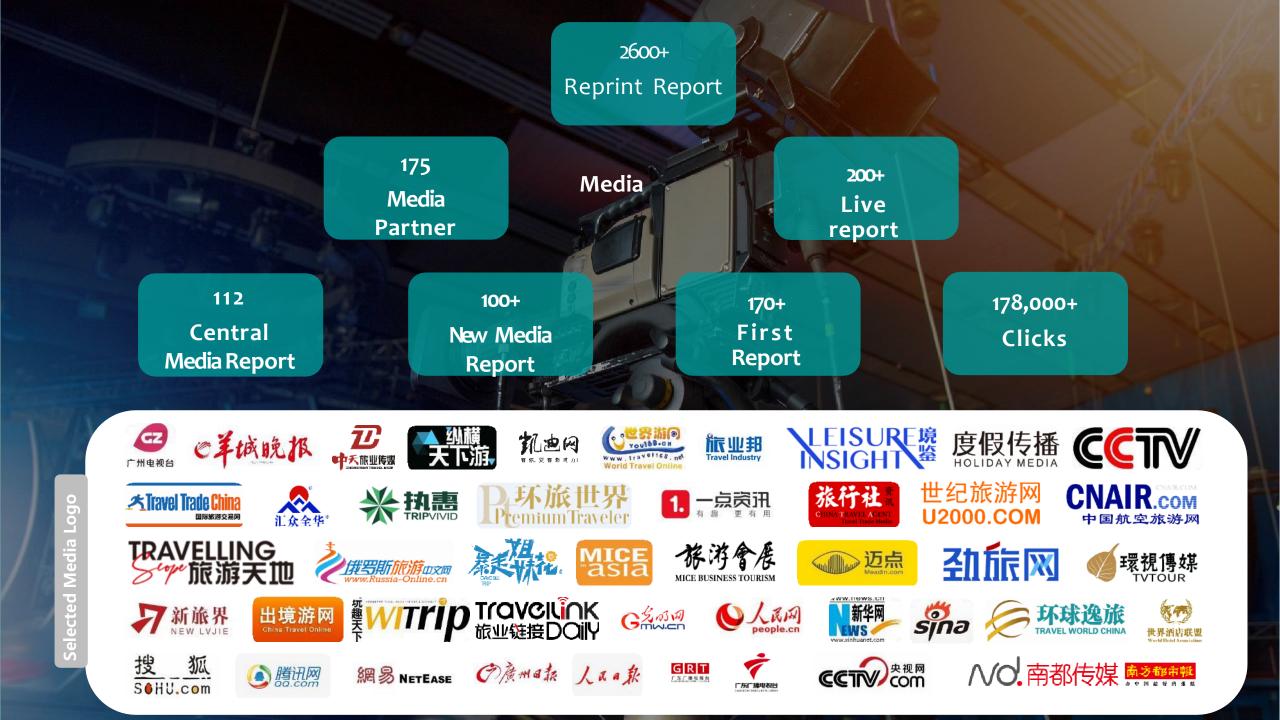


Percentages

- 86% Southern China
 8.5% Northern China
 2.5% Eastern China
 1.5% Southwest China
 1.5% Central China
- A. Tour Operator
- B. MICE Organizer
- C. Business Travel Management
- D. Personalized Tour Operator
- E. Online Booking Service

Buyer Logos

探境 ADAMA 安道麦 **宗**乐 **ONCR** JD.COM 6 **UNICEO** 斯利安 雀巢 🐝 Nestlé Goldwind SCRIANEN NEW FIELD 印菲德 novo nordisk EVEREST MEDICINES 公 页 新 灌 CHINDATA 中华 HARMAN amur Ξ FUJIFILM OSRAM Pro-Health CreditEase 宝健 (\cdot) 冷南国族 东风商用车 Elekta 中国国际商会 商务会展产业委员会(CBEIC) 20 花城文旅集团 **飞**携程旅游 Huacheng Cultural Tourism Group BUREAU VERITAS CCT 康辉旅游 山旅旅行 CTC TRAVE



5 Thematic Forums

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May 20th 2023 2023年5月20日 CHINA OUTBOUND TOURISM CONFERENCE 2023 中国出境游论坛

CHINA IS BACK! East-West Dialogues about the New Wave of Chinese Outbound Tourism 中国回来了! 关于中国出墟游新浪潮的东西方对话

GITF2023 China Outbound Tourism Conference



TECT - Digital Cultural Tourism Forum



Global Inbound Tourism Destination Summit Forum



"Enliven Cultural Relics Live" Sharing Meeting





GITF Featured Themes







Creative Experience



B & B



Intangible Cultural Heritage

Speakers Thematic events 2023



Maribel Rodriguez WTTC World Travel & Tourism Council) Senior Vice President



Antonio Teijeiro Yunxi Espana CEO



CFO

Małgorzata Tańska Director of Polish National Tourist Office in Beijing



Eduardo Santander **European Travel** Pacific Asia Travel Commission



Joel Keimelo PNG TPA Acting Senior Marketing Officer



Liu Yikai World Tourism Cities Federation **Deputy Event Director**



Zheng Yu World Animal Protection China office Wildlife Campaign Manager



Prof. Wolfgang G. Arlt COTRI CEO



of National Tourism Standardization **Technical Committee**



Zhou Qiqun Ipsos Consumer Tech Research Institute Director



Kevin Hannam University of Saint Joseph, Macau Pro-Rector for Research



Duan Yong Shanghai Sun Ruofeng Director Ana-Maria Lafuente Cordoba University Deputy Spanish Tourist Office Secretary of the Party Guangzhou Counsellor for Committee, Professor Tourism



Olivier Ponti ForwardKeys Vice President



German National

Tourism Board

GITE

Antonio Li Catalan Tourism Office in Beijing Director



Prof. Xu Honggang Sun Yat-Sen University Dean the School of **Tourism Management**



Liu Zhiming **Public Opinion** of Laboratory of Chinese Academy of Social Sciences



Peter Semone

Association

Chairman

Chen Hongyan Ancient Books Section of National Library of China Director



Simon Delacroix Google Arts & **Culture Project** Manager



Gong Liang Nanjing Museum Director



Huang Hu China Railway Museum **Deputy Director**



Yang Yu Netherlands Tourism Board & **Conventions Chief** Representative





International Cultural and Tourism Launch Platform



World Travel & Tourism Council (WTTC) released its institutional forecast at GITF, predicting that China's tourism contribution to GDP would grow by more than 150% this year and that four Chinese cities would be among the top 10 largest tourism destinations in the world in the next 10 years, including Beijing, Shanghai, Guangzhou and Macau.



COTRI Intelligence was released by COTRI at the China Outbound Tourism Conference, which is the major source of information for Chinese outbound tourism.

Recognized as an important award in China's outbound tourism market, the "CTW China Tourist Welcome Award" has been and will be announced annually at GITF since 2023.



The TECT-Digital Cultural Tourism Theme Report, which was delivered on TECT - Digital Cultural Tourism, aimed to accumulate and verify the practice of technology use and cultural tourism industry, and became an influential report in the field of digital cultural tourism.









37+

Exhibitor Seminars & Activities















Exhibitor Feedback

It is a great honor for Sri Lanka to be the partner country of GITF for the third time. There is no denying that the GIFT in southern China serves as the most effective platform for international destinations to achieve optimal results within the Chinese market. On behalf of Sri Lanka Tourism, I would like to express our sincere gratitude to the organizer of GITF for their steadfast support and we look forward to continue our cooperation with the GITF to enhance effective destination promotions in China in order to achieve the targets set by the Sri Lanka Tourism and we await to welcome an increased number of Chinese visitors to our enchanting island.

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Mr. Harin Fernando Sri

Lankan Minister of Tourism and Land

It was the first time for the Saudi Tourism Authority to participate in a travel fair in China, and the first stop at the Guangzhou International Travel Fair proved to be the right choice. Through GITF, we not only felt the enthusiasm of our fellow tourism industry professionals, but also visualized the desire of the South China public for Saudi Arabia as a destination. Saudi Tourism Authority has been committed to promoting Saudi's diverse offerings globally and developing tourism activities with Saudi as a destination through project cooperation, product integration and business support..

 \star \star \star \star \star

Alhasan Aldabbagh President of APAC Markets at Saudi Tourism Authority Guangzhou International Travel Fair provided a good platform for our offline stores to promote themselves, and the results of the three days of the travel fair proved that the cultural and tourism market was recovering rapidly and people's willingness to travel continued to increase. According to Ctrip data, Guangzhou is one of the TOP 10 popular parent-child destinations and sources of tourists in summer 2023, and as one of the head travel agencies in Guangzhou, we are confident in this market. And we hope GITF will be better and better!

> Champion Zhang General Manager of S. China Trip.com Group Vice President

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Being the first appearance after the brand restructuring, with the platform of Guangzhou International Travel Fair. Through the data of this travel fair, we predicted that the demand for tourism would become increasingly strong in the next few days, and we would continue to play the leading role of central enterprises to continuously promote tourism and stimulate tourism consumption.

Ruidong Chen

China Tourism Group Travel Service Co. Ltd. GBA General Manager



Buyer Feedback

In GITF2023, we have connected with many MICE exhibitors, MICE destinations and hotel conference resources at the fair, such as more than 20 hotels in Hong Kong, with whom we have had indepth communication and established cooperation relationships. The V-MICE Forum was a gathering of big names in the industry, and we hoped that its success would bring new energy to Guangzhou's MICCE industry. In recent years, cities are paying more and more attention to MICE, and MICE cities are rising one after another, and Guangzhou, with its traditional advantages, is not left behind. Here, I wish GITF will be better and better, and very much look forward to the future cooperation."

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Changhui Shen UNICEOAP President

⁶⁶ Thanks to the organizer's invitation, we participated in the GITF as a buyer. Through targeted invitations and careful planning, the fair gathered global tourism destinations and high-quality suppliers, created a cultural and tourism experience pavilion, a series of cultural and tourism promotion activities and buyers' nights, etc., which provided the industry fellow with the latest industry information and cultural and tourism products and showed the new trend of cultural and tourism integration development. With online booking and offline face-to-face match making between exhibitors and buyers to obtain accurate business matching, both sides get better results of participation and strengthen industry communication and cooperation.

Yingjun Kuang

CITS Souring Center Department Head

We are very honored to be invited by the organizer to participate in GITF2023. We knew exhibitors' information and booked match making time in advance through GITF PSA system before the fair, which could assist us to communicate with exhibitors efficiently. We talked with more than 10 hotels and tourism companies in the Greater Bay Area, including individual, group and business cooperation, and attended the TECT Forum to learn about the thoughts and measures of experts and scholars on developing the cultural and tourism industry in the Greater Bay Area. I hope to have the opportunity to participate in such a dynamic and innovative high quality fair again next year.

Kexin Ma Guangzhou Baiyun Mountain Chinese Medicine Co., Ltd. **Office Supervisor**

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This year I attended GITF as a buyer and had face-to-face meetings with exhibitors from all over the world as well as Hong Kong and Macau during the fair. 2023 is the year of rebirth of Chinese outbound tourism, and the results of the match makings with various exhibitors this year were also the most fruitful, even establishing substantial contacts with many local travel agencies immediately after returning to Beijing. Also thanks to the organizer's enthusiastic service and arrangement, the fair was the best one in recent years. The dark times of outbound tourism are completely over, and I firmly believe that the future outbound tourism market will soon return to its ideal state.

$\star \star \star \star \star$ Bright Lee Beijing Fine Tour International Travel Service Co., Ltd.

Vice General Manager

List of Selected Media Partner

China Central Television	China Global Television Network	GDTV - Guangdong Television
TRAVEL WEEKLY CHINA	TTG Asia Media	PR Newswire
《MEETING》	The People's Daily	MICE&Tourism around the world
Tencent	Sina	TouTiao
Travel Daily	China Daily	《MICE in asia》
Nanfang Daily	Zhonghongwang.com	《China National Travel》
Netease news	Guangzhou Radio Station	China Radio International (CRI)
China News Service	Guangzhou Daily Travel	CMG-Radio The Greater Bay
Xinhua News Agency	Yangcheng Evenng News	Takungpao
Guojialvye.com	Xkb.com.cn	Giants net
Cntour.cn	People.cn	News.gmw.cn
Russia-Online	Travelling Sisters	World Hotel Network
China Tourism News	Macao Commercial Post	Information Times
Travellution Media	Hong Kong Commercial Daily	Southern Metropolis Daily
cnr.cn	China Economic Herald	MICE Business Tourism
Travel Trade	China.com.cn	Guangdong Radio and Television
Travel World China	www.Chinanews.com	Leisure Insight
World Travel Online	Tripvivid	China Travel Agent Travel Trade Media
COTRI Intelligence	Yidianzixun.com	Southcn.com

List of Selected Hosted Buyer

GZL Information Travel Service Ltd.	Beijing Jingdong Century Trading Co., Ltd.
Guangdong China Travel Service Co., Ltd.	Fujifilm (China) Investment Co., Ltd.
Gangqing (Guangzhou) International Travel Service Co., Ltd.	Beijing IQIYI Science & Technology Co., Ltd.
China International Travel Service (Guangzhou, Guangdong) Co., Ltd.	NCR (Beijing) Financial Equipment SYSTEM Co., Ltd.
Guangdong YCZL International Travel Service Co., Ltd.	Elekta Beijing MEDICAL SYSTEMS Co., Ltd.
Yingke Meichen International Travel Service Co., Ltd.	Beijing Zhonghua Petrochemical Stock Co., Ltd.
Tianjin CITIC International Travel Agency Co., Ltd.	Nestle (China) Ltd.
Shenzhen Miaoyou Cultural Tourism Development Co., Ltd.	Chindata Group
China Suzhou Comfort Travel Service Co., Ltd.	Pro-Health (China) Co., Ltd.
Guangxi Guilin China Travel Service	Harman International (China) Holdings Co., Ltd.
Kuadu (Guangzhou) International Business Travel Consulting Service Co., Ltd.	Booster Consulting
Shenlang International Travel Service Co., Ltd.	Beijing C-Events International Exhibition Co., Ltd.
Beijing A-mei Expess International Travel Co., Ltd. Guangzhou Branch	China Market Society Committee of Health Work

