



## Brand USA China Mission 2018

### March 18 – 24, Beijing, Guangzhou, Chengdu and Shanghai

#### MISSION AT A GLANCE:

	Sat 17-Mar	Sun 18-Mar	Mon 19-Mar	Tue 20-Mar	Wed 21-Mar	Thu 22-Mar	Fri 23-Mar	Sat 24-Mar
Morning	Arrival in Beijing	Arrival in Beijing	Beijing B2B	Fly to Guangzhou	Fly to Chengdu	Fly to Shanghai	Shanghai B2B	Departure from Shanghai
Afternoon		Marketing Briefing Session	Beijing B2B	Guangzhou B2B	Chengdu B2B	Shanghai Trade Event	Shanghai B2B	
Evening		Welcome Dinner to U.S. partners	Beijing VIP Dinner	Guangzhou VIP Dinner	Chengdu VIP Dinner	Delegates Dinner	Shanghai VIP Dinner	

#### Proposed Schedule:

##### Day1: **Saturday March 17, 2018 (Arrival in Beijing)**

Hotel: The Peninsula Beijing  
 Address: 8 Goldfish Lane, Wangfujing, Beijing, 100006,  
 The People’s Republic of China  
 Website: [www.beijing.peninsula.com](http://www.beijing.peninsula.com)

##### Day2: **Sunday March18, 2018 (Beijing Event)**

Morning Arrivals / Free (lunch on own arrangement)  
 16:00-18:00 Market briefing session and mission house-keeping  
 18:30-20:30 Welcome dinner for U.S. partners

##### Day 3: **Monday March 19, 2018 (Beijing event)**

07:30-08:30 Breakfast & preparation  
 08:30-08:45 U.S. delegation group photo  
 08:45-09:00 Opening speech by Brand USA HQ executive  
 09:00-12:00 B2B appointments with coffee break



(Each appointment lasts 14 minutes with one 1 minute transfer in between. A pre-scheduled appointment sheet will be provided to each partner.)<sup>1</sup>

- 12:00-13:00 Buffet lunch
- 13:00-17:00 B2B appointments with coffee break
- 18:00–20:30 VIP dinner (U.S. delegates and north China travel trade representative)

**Day4: Tuesday March 20, 2018 (Beijing to Guangzhou and Guangzhou Event)**

- 05:00 - 05:15 Hotel check out (Boxed breakfast will be prepared)
- 05:15 – 06:15 Transfer to Beijing International Airport
- 07:40 - 10:55 Fly to Guangzhou CA1351/ZH1351
- 11:00 - 12:00 Transfer to hotel
- 12:00 – 12:30 Check-in at Conrad Guangzhou  
Address: No. 222 Xinmin Road Zhujiang New Town, Tianhe District, Guangzhou, Guangdong 510623, China
- 12:30 – 13:30 Buffet lunch at Sense, 2F Conrad Guangzhou
- 13:45 – 14:00 U.S. delegates group photo
- 14:00- 14:15 Brand USA HQ senior executive opening remarks
- 14:15 – 17:30 B2B appointments with coffee break at Conrad Ballroom I + II, 3F  
(Suggest do 2 U.S. partners vs 2 Chinese buyers appointments due to time limit and to maximize number of buyers U.S. partners meet)
- 17:30 – 18:30 Refresh
- 18:30 - 20:30 VIP Dinner at Gallery, 4F Conrad Guangzhou (U.S. delegates and south China travel trade representatives)

**Day 5: Wednesday March 21, 2018 (Guangzhou to Chengdu and Chengdu Event)**

- 05:30 – 06:00 Hotel check out (Boxed breakfast will be prepared)
  - 06:00 - 07:00 Transfer to Guangzhou Baiyun Airport
  - 08:25-10:55 Fly to Chengdu by CA4310
  - 11:00 – 12:00 Transfer to hotel
  - 12:00 – 12:30 Check-in at Niccolo Chengdu  
Tower 3, Chengdu IFS, No., 1, Section 3, Hongxing Road, Jinjiang District, Chengdu, Sichuan 610021, China
  - 12:30 – 13:30 Buffet lunch at Niccolo Chengdu
  - 13:45 – 14:00 U.S. delegates group photo
  - 14:00- 14:15 Brand USA HQ senior executive opening remarks
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- 14:15 – 17:30 B2B appointments with coffee break at Conrad Ballroom I + II, 3F  
(Suggest do 2 U.S. partners vs 2 Chinese buyers appointments due to time limit and to maximize number of buyers U.S. partners meet)
- 17:30 – 18:30 Refresh
- 18:30 - 20:30 VIP Dinner at Ballroom I + II, 7F Niccolo Chengdu (U.S. delegates and west China travel trade representatives)

**Day 6: Thursday March 22, 2018 (Chengdu to Shanghai and Shanghai event)**

- 07:00 – 07:15 Hotel check out (Boxed breakfast will be prepared)
- 07:15 - 08:15 Transfer to Chengdu Shuangliu International Airport
- 10:00 – 12:45 Fly to Shanghai Hongqiao Airport MU5404
- 12:45 – 14:00 Transfer to hotel (Boxed lunch will be prepared)  
Check-in at WALDORF ASTORIA SHANGHAI ON THE BUND  
Address: No.2 Zhong Shan Dong Yi Rd Huang Pu District, Shanghai, 200002, China
- 14:45 – 15:00 Gather in hotel lobby and walk to Three on the Bund (next door), 7F, POP RESTAURANT
- 15:00 – 17:00 China Outbound Travel Trend Market Sharing  
Part 1 – How to maximize your resources to promote your destination in China  
Challenge and opportunity for TMOs and suppliers  
Guest speaker Ms. Jane Zhang, Chief Editor, Travel Agency Magazine  
Part 2 – Panel discussion on China High-end Travel Market Trend with Key Industry Representatives
- 17:00 – 19:00 Dinner and mingle with guest speakers at POP RESTAURANT
- 19:00 Free evening

**Day 7: Friday March 23, 2018 (Shanghai event)**

- 07:30 – 08:15 Breakfast
- 08:15 – 08:45 Gather in hotel lobby, walk to mission venue and U.S. delegates group photo  
Three on the Bund, 7F, POP RESTAURANT
- 08:45 – 09:00 Opening speech by Brand USA HQ executive
- 09:00 – 12:00 B2B appointments with coffee break
- 12:00 – 13:20 Lunch
- 13:30 – 17:30 B2B appointments with coffee break
- 17:30 – 18:15 Refresh
- 18:15 – 18:30 Gather in hotel lobby, walk to mission venue  
Three on the Bund, 5F, CANTOM TABLE
- 18:30 – 21:00 VIP Dinner for U.S. delegates and east China travel trade representatives



**Day 8:**           **Saturday March 24, 2018**  
Various departures  
End of the program