

# Collaboration to see Africa promoted at CEMS China Tourism Series

Conference & Exhibition Management Services (CEMS) is collaborating with Africa Tourism Partners to facilitate the participation of African travel and tourism sectors in the CEMS China Tourism Series to take place in November.



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The three events - Beijing International Travel Mart (BITM), the Wuhan International Tourism Expo (WITE) and the Chengdu International Tourism Expo (CITE) - will be held in the respective cities of Beijing, Wuhan and Chengdu, three of the top 10 outbound generating markets in China, from 16 November to 2 December 2017.

## Dedicated Africa zone

There will be a dedicated Africa zone within each exhibition comprising various Country and Corporate Pavilions, as well as an 'African Village' showcasing some mid to small tourism enterprises under one roof. In addition, the CEMS Tourism Series will also feature pre-scheduled business matching services, as well as a hosted buyers' programme, to bring quality international and local Chinese buyers to the event.

"The CEMS series of exhibitions in China will greatly benefit our African exhibitors as they get to reach out to the Northern, Central and Western China markets in just one trip," says Kwakye Donkor, chief executive, Africa Tourism Partners.

To further augment the exhibition experience, there will be a specially curated Africa-China seminar in one of the exhibitions for the participants to gain an insight into the emerging trends and changing demands of the Chinese outbound tourists.

## Attracting a growing number of Chinese tourists

World Tourism Organization (UNWTO) predicts that China will generate 200 million arrivals worldwide by 2020. Every country is seizing opportunities to promote their destinations and products to attract the Chinese tourists. As the demands for unique and customised travel experiences increase, Africa, being an off-the-beaten track destination, is gaining traction.

“I am delighted to appoint Africa Tourism Partners as one of our partners for the CEMS Tourism Series in China. With Kwakye’s past position at RETOSA, I am confident that he will be able to gather the African exhibitors and promote Africa collectively to the Chinese travel industry,” says Edward Liu, managing director, CEMS.

*For more information on AABE or the CEMS Tourism Series 2017 in Beijing, Wuhan and Chengdu, please contact Kwakye Donkor at +27 83 6304 0563 or email to [kwakye@africatourismpartners.com](mailto:kwakye@africatourismpartners.com)*

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