

TIAC TRADE MISSION PROGRAM

TIAC  AITC

# GATEWAY TO CHINA II

in partnership with

AIR CANADA 

*Fairmont*  
HOTELS & RESORTS

Canada 

2016

## Delegate Information Guide



## DID YOU KNOW?

- » In April 2016, in partnership with Destination Canada, TIAC launched the Canada-China Tourism Advancement (CCTA) program to help the industry take advantage of opportunities in the Chinese market after a successful Canada-China Inbound Tour Operator Registration Program implementation
- » Since the granting of ADS (Approved Destination Status) in June 2010, overnight arrivals to Canada have gained significant momentum, expanding 48.2% between June 2013 and June 2016
- » While the summer remains the most popular time for Chinese visitors to Canada, evidence suggests that visitation during the winter and shoulder seasons continues to grow
- » According to our most recent report with Visa Canada, Chinese travellers spent \$372 million dollars on travel in the summer of 2015 - 10.4% of overall inbound volume
- » China is on track to become Canada's 2nd largest international market, and number 1 overseas market in the next 1-3 years (at the time of the 2013 trade mission it had just moved to the 4th highest spot!)

# WELCOME TO CHINA

Gateway to China 2 is the second trade mission to China, and the fourth in TIAC's trade mission program. This trip includes access to meetings and events with Chinese officials, receptive and outbound operators and concludes in time for Showcase Asia.

This mission is supported by Global Affairs Canada through their Global Opportunities for Associations (GOA) grant program.

## A MESSAGE FROM CHARLOTTE BELL

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Welcome to TIAC's 2nd China trip of our Trade Mission program. We have built an itinerary for you that we hope will introduce you to or expand your knowledge of the lucrative Chinese market. We want to help you make connections and gain an inside edge so you can take advantage of this very important and growing market. I look forward to meeting you in Shanghai.

Sincerely,



Charlotte Bell, President & CEO  
Tourism Industry Association of Canada

## A BIG THANK YOU TO OUR SPONSORS!

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Global Affairs  
Canada

Affaires mondiales  
Canada

AIR CANADA 

*Fairmont*

# GATEWAY TO CHINA ITINERARY

- TENTATIVE -

SUNDAY OCTOBER 9, 2016	
Arrivals in Shanghai based on own schedule	
MONDAY OCTOBER 10, 2016 (SHANGHAI)	
08:30	▪ Meet in Lobby of Fairmont Peace Hotel to catch coach bus
09:00	▪ Meeting with CYTS outbound and MICE departments @ CTYS Shanghai headquarters
12:00	▪ Lunch with CYTS officials
13:00	▪ Shanghai city tour w/ Grace Xin
16:00	▪ Return to hotel
18:00	▪ Reception w/ Canadian consulate officials @ Peace Hotel – Thames Room
TUESDAY , OCTOBER 11, 2016 (JINAN)	
07:45	▪ Meet in Lobby of Fairmont Peace Hotel to catch coach bus
08:30	▪ Train Shanghai to Jinan (G213 8:47/12:58)
13:00	▪ Meet coach and guide outside train station
14:00	▪ Checkin to the Sofitel Hotel Silver Plaza
16:30 - 19:30	▪ Late meeting and dinner with outbound operators/ Local tourism associations
WEDNESDAY, OCTOBER 12, 2016 (JINAN)	
09:00 - 15:00	▪ FAM tour in Jinan
16:00 - 17:30	▪ Meeting with China Council for the Promotion of International Trade – Jinan section (CCPIT)
18:00	▪ Dinner with CCPIT Jinan section members sponsored by Canada Youth Travel by Canada Youth Travel
THURSDAY, OCTOBER 13, 2016 (HEFEI)	
08:30	▪ Checkout – meet in hotel lobby to catch coach buss
09:30	▪ Train Jinan to Hefei (G265 9:38-12:28)

13:00	▪ Meet coach and guide outside train station
14:00	▪ Checkin to Hilton Hotel Hefei
16:30 - 19:30	▪ Late meeting and dinner with outbound operators/ Local tourism associations
FRIDAY, OCTOBER 14, 2016 (HEFEI – YELLOW MOUNTAINS)	
08:30	▪ Checkout – meet in hotel lobby to catch coach buss
09:30 - 11:30	▪ Hefei Meeting or FAM
13:00	▪ Train to Yellow Mountain area
14:00	▪ Site visit and meetings at Yellow Mountain
	▪ Overnight in Yellow Mountain – location TBC
SATURDAY, OCTOBER 15, 2016 (TRAVEL DAY)	
08:30	▪ Checkout – meet in hotel lobby to catch coach buss
09:00 - 12:00	▪ Private coach to Hefei
14:00 - 16:00	▪ Train Hefei to Nanjing
17:00	▪ Checkin to Fairmont Nanjing
	▪ Free evening
SUNDAY, OCTOBER 16, 2016 (NANJING)	
14:00 - 15:00	▪ Stakeholder meetings
16:00 - 17:00	▪ Media opportunity w/ Chinese media (trade mission focused)
17:30 - 19:30	▪ Working dinner with outbound operators
	▪ Those participating in Showcase Asia switch to the Shangri-la hotel
MONDAY, OCTOBER 17, 2016 (TRAVEL DAY)	
▪ Departure based on own travel schedules	

NOTE: While TIAC has made every effort to assure the highest quality itinerary possible, TIAC shall not, in any event whatsoever, be responsible for personal injury, loss or damage to baggage or property, illness or death, or for any damages or claims sustained by the participant arising out of the participant's involvement in this trade mission. Please inform TIAC in advance if you have any specific medical or dietary requirements and/or physical restrictions. Any incidental charges (including internet, phone calls, parking, etc) are the responsibility of the individual member of the mission.

# TRAVEL IN CHINA

## BASICS OF SHANGHAI, JINAN, HEFEI AND NANJING

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- » The weather in each of our destination cities is fairly comparable, and on average will reach a high of between 16-22 degree Celsius.
- » We will take a fam-tour of the famous Yellow mountain region of China the Saturday of the mission.
- » Population:
  - » Shanghai: 24.1 million
  - » Jinan: 3.5 million – Capital city of Shangdong Province
  - » Hefei: 7.4 million- Capital city of Anhui Province
  - » Nanjing: 8 million- Capital city of Jiangsu Province

## TRAVEL TIPS

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While China is a fast growing country with a booming economy, there are many aspects of daily life that are very different from Canada:

- » Voltage: 220 v / 50 Hz. Most hotels geared to foreigners provide a power socket of 110v / 60 Hz or transformers for use by guests.
- » Do not drink tap water before it is boiled. All hotels provide in-room kettles. Bottled water is fine.
- » If you are a coffee drinker, you may want to bring some instant coffee that you like, as good coffee can sometimes be difficult to find.
- » Be sure to bring some Chinese cash with you even though credit cards are widely accepted; cash is still the most convenient payment method in China.
- » CAD \$100 is about ¥511.46 (as of September 12, 2016)
- » Time difference - Shanghai is 12 hours ahead of Toronto.
- » Always keep a pack of pocket tissues. Sometimes public

washrooms do not provide toilet paper or paper towel to dry your hands. Also note some even charge a fee to use the public washroom.

- » Bring some anti-bacterial wipes or hand gel on the trip.
- » Take some diarrhea medicine with you in case your stomach has a difficult time with the adjustment.
- » Tipping is not common in China. All prices listed are the final price (including taxes and service fees). However, some places like the 5-star hotels that we will be staying at may adapt to the western culture. Still, not tipping will not offend the service workers.
- » Smoking in China is prevalent, as China is the world's largest consumer of tobacco. Hotels and restaurants offer non-smoking sections. We have requested all accommodations be smoke-free.

## DOING BUSINESS IN CHINA

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While we are providing you with some basic hints here, remember the point of the mission is to introduce you to the Chinese market. Grace Xin will be happy to provide guidance and answer any questions you may have on the ground.

- » Greetings tend to be formal and the highest person in the hierarchy is always greeted first. A handshake is the most common form of greeting. For the Chinese it is best to use the title and the family name (e.g. President Wang).
- » It is recommended to have one side of your business card translated into Chinese. Hold the card in both hands when offering it, Chinese side facing the recipient. Use both hands when receiving a card as well. Read it before putting it to the table next to you or in a business card holder, not in your pants pocket.
- » It is great to prepare some small gifts for your hosts. TIAC will bring gifts to present on behalf of the mission, you are encouraged to provide your own gifts that represent your company.

# TABLE ETIQUETTE

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- » Toasting is important in China. At banquets, the host offers the first toast, and toasting continues all evening.
- » Your ability to use chopsticks will be admired. Your attempt at using chopsticks will be appreciated. Do not place the chopsticks parallel on top of your bowl or stick your chopsticks straight up in your rice bowl because this is considered bad luck.
- » Do not be offended if a Chinese person makes slurping or belching sounds, it merely indicates they are enjoying their food.
- » Following established seating plans is important. At TIAC's events we will take care of developing the seating plan.

# HELPFUL CHINESE PHRASES

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It is good to learn some useful phrases but do not worry if you don't have the time. TIAC will provide interpretation services to the mission.

English	Chinese Pin Yin Spelling	Intuitive / Phonetic Pronunciation
Hello	Ni/hao	Nee How
Yes	Shi/de	Shih Duh
No	Bu/shi/de	Boo Shih Duh
Please	Qing	Qing
Thank you	Xie/xie	Sheh Sheh
Sorry	Dui/bu/qi	Dawy Boo Chee
Good bye	Zai/jian	Zai Jian

Welcome	Huan/ying	Hwon Yin
Good	Hao	How
Cheers	Gan/bay	Gan Bay

## READING SIGNS & COMMUNICATING

English	Chinese Character	English	Chinese Character
Entrance	入口	"Take me to"	请带我到
Exit	出口	Restaurant	餐馆
Telephone	电话	Pork	猪肉
Airport	机场	Beef	牛肉
Info Desk	信息服务台	Chicken	鸡肉
Hospital	医院	Dumpling	饺子
Washrooms:	洗手间	Soup	汤
Men's	男	Water	水
Women's	女	Beer	啤酒
Taxi	出租车	Wine	葡萄酒

## CONSULATE INFORMATION

Canadian Embassy - Beijing  
 19 Dongzhimenwai Dajie  
 Chao Yang District  
 Beijing 100600 PRC  
 (86 10) 6532 3536  
[beijing-cs@international.gc.ca](mailto:beijing-cs@international.gc.ca)

The Consulate General of  
 Canada - Shanghai  
 ECO City Building  
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 Shanghai, 200040, China

# CONTACTS & ADDRESSES

## TIAC INFORMATION

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## DELEGATE INFORMATION

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# HOTEL INFORMATION

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## Fairmont Peace Hotel

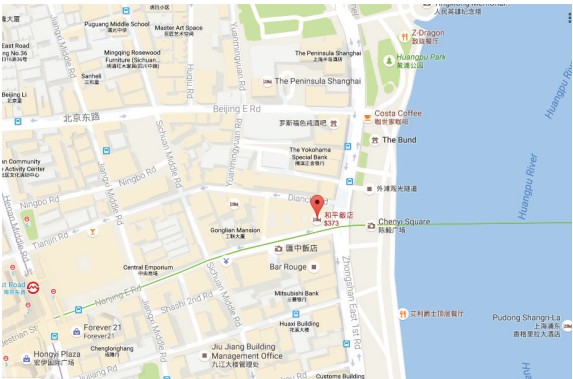
上海和平饭店

20 Nanjing East Road

Huangpu, Shanghai

t: (86 21) 6321 6888

上海 黄浦区 南京东路20号



## Fairmont Nanjing

南京金奥费尔蒙酒店

333 Jiangdong Middle Road

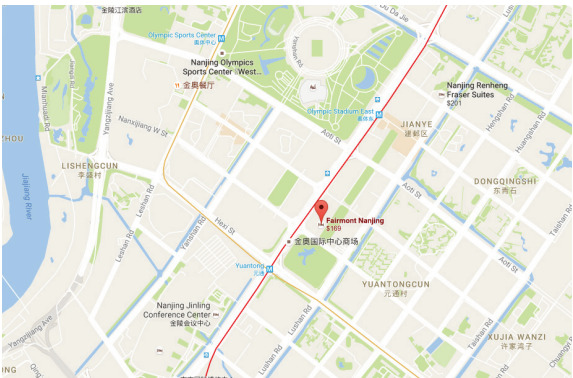
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