



# China Ready Conference 2018

EICC - 10 May 2018, 8:15am - 2:00pm  
Programme

8:15am - 9:00am	Registration, Breakfast & Networking
9:00am - 9:05am	Welcome <i>Robin Worsnop, Founder and Owner of Rabbies and Chair of ETAG</i>
9:05am - 9:10am	Overview <i>Rob Lang, Chair of Edinburgh China Ready and MC for China Ready 2018</i>
9:10am - 9:20am	China:Scotland - Building Relationships <i>Chinese Consul General Pan</i>
9:20am - 9:35am	Connecting Edinburgh with the World <i>Gordon Dewar, Chief Executive, Edinburgh Airport Limited</i>
9:35am - 10:00am	China Travel Trends and Pay Insights <i>Scott Brown, Managing Director, Redfern Associates</i>
10:00am - 10:10am	China Ready - Why Innovation Matters <i>Danny Cusick, Director of Tourism, Scottish Enterprise</i>
10:10am - 10:20am	Scotland is Now - Playing as Team Scotland <i>Paula Ward, Regional Leadership Director, Scotland South, VisitScotland</i>
10:20am - 10:30am	Q & A Session
10:30am - 11:00am	Coffee Break, Networking
11:00am - 11:30am	China Curious to China Champion <i>Martin Reynolds, China Ready Project Manager</i>
11:30am - 12:10pm	Edinburgh China Champions - Business Case Studies <ul style="list-style-type: none"><li>• <i>Scotch Whisky Experience</i></li><li>• <i>Laings the Jewellers</i></li><li>• <i>Rabbies Small Group Tours</i></li></ul>
12:10pm - 12:20pm	Q & A Session
12:20pm - 12:30pm	Reflections, Feedback & Next Steps
12:30pm - 2:00pm	Networking Lunch
2:00pm	Close