



Scotland China Ready 2019

Waldorf Astoria Edinburgh - 11 June, 8:15am - 2:00pm

8:15am - 9:00am	Registration, Breakfast & Networking
9:00am - 9:05am	Welcome <i>Alice He, Edinburgh China Social Media Manager & MC for China Ready 2019</i>
9:05am - 9:15am	From Zero to Hero - the latest on the Edinburgh China Ready Project <i>Rob Lang, Chair of Edinburgh China Ready</i>
9:15am - 9:25am	China:Scotland - A Growing Opportunity <i>Chinese Consul General Pan Xinchun</i>
9:25am - 9:35am	100,000 Opportunities - Chinese Students in the UK <i>Martin Reynolds, MR Culture & Sport</i>
9:35am - 10:00am	The Chinese Consumer in Scotland <i>Derrick Hardman, Managing Director (UK), Global Blue</i>
10:00am - 10:20am	Team Scotland: Building Scotland's China Market <i>Christina Bruns, Senior Marketing Manager for China at VisitScotland</i>
10:20am - 10:30am	Q & A Session
10:30am - 11:10am	Coffee Break & Networking
11:10am - 11:45am	China: The Future of Travel <i>Sienna Parulis-Cook, DragonTrail</i>
11:45am - 12:30pm	Lessons from the Frontline: China Champions Business Case Studies <i>3 inspiring case studies from Scottish tourism businesses</i>
12:30pm - 12:40pm	Q & A Session
12:40pm - 12:50pm	Reflections, Feedback & Chinese Take Aways <i>Rob Lang, Chair of Edinburgh China Ready</i>
1:00pm - 2:00pm	Networking Lunch
2:00pm	Close