

## World Tourism Forum Lucerne Talent Boost Shanghai 22 April 2014 Media Event

### 1. Targets

It is one of our main goals to make the industry aware of the importance of Talent Management. For this purpose, World Tourism Forum Lucerne organises a Talent Boost event every second year in collaboration with one of its Partner Universities.

The first Talent Boost event was held in Shanghai together with the East China Normal University on 22 April 2014. For 2016 we are still open for a new cooperation with one of the leading universities of our existing Partner University network.

### 2. Partners

Besides the below mentioned partners, the Talent Boost Shanghai 2014 was strongly supported by the Shanghai Government.

East China Normal University:



HRS:



Jin Jiang Hotels:



Kempinski Hotels:



Shanghai Shendi Group:



Swissnex China:



Value Retail:



### 3. China Vision

World Tourism Forum Lucerne has signed a Memorandum of Understanding with the Shanghai Government to work together in the area of travel, tourism and hospitality with the vision to organise an own Forum in Shanghai in autumn 2016.

### 4. Talent Boost Programme

09.45-10.00	<b>Opening</b> Prof Martin Barth, General Manager World Tourism Forum Lucerne
10.00-10.15	<b>Welcome Addresses "The cooperation between Shanghai and World Tourism Forum Lucerne"</b> Heinrich Schellenberg, Consul Général, Consulate General of Switzerland in Shanghai amongst others
10.15-10.45	<b>Keynote speech "Talents as Tomorrow's Driver in the Industry"</b> Michael Henssler, President Kempinski Hotels China and Cheng Fang, Vice President of Shendi Group
10.45-11.30	<b>Panel Discussion "How to make sure that the growing industry attracts the best talents"</b> moderated by Pascal Marmier, Swissnex China with Prof Yang Yong, Tourism Faculty of ECNU, Wang Shubai, General Manager of Marketing Center, tuniu.com, Desirée Bollier, CEO of Value Retail PLC and James Warner, Managing Partner, Korn Ferry China
11.45-11.50	<b>Introduction of World Tourism Forum Lucerne China Programme and Young Talent Award 2015</b> Prof Martin Barth
11.50-12.00	<b>Experience Sharing by an Awarded Young Talent Representative</b> Maria Golubovskaya, University of Queensland, Australia
12.00-12.15	<b>Introduction of Partnership</b> between World Tourism Forum Lucerne and East China Normal University by Prof Yang Yong, Tourism Faculty and his students
12.15-12.25	<b>Signing Partnership Agreement</b> between World Tourism Forum Lucerne and East China Normal University
12.25-13.30	<b>Farewell</b> Prof Martin Barth

The full programme can be downloaded on our [website](#)

18.00-19.30 **VIP evening reception** at the Grand Kempinski Hotel, Shanghai

## 5. Impressions of World Tourism Forum Lucerne Talent Boost Shanghai



## 6. Press release and video message

Extract of the press release:

### **Leading International Tourism Conference in Switzerland enters China Market**

The World Tourism Forum Lucerne (WTFL) has announced its arrival in the People's Republic of China, by launching their Young Talent Programme in Shanghai. The introduction-event will be held as Media Conference on Tuesday, April 22, 2014 at the Press House of the East China Normal University (...)

(...) Furthermore, as of 2016, a separate China-Forum shall be organised in Shanghai and held thereafter every two years. Major and prestigious players of the Chinese tourism industry will be assisting the cooperation; including the Shanghai Shendi Group, Shanghai Government, Jinjiang International and China Eastern Airlines.

➔ The entire press release can be downloaded in English, Chinese and German from our [website](#).

The [video message of Reto Wittwer](#), Chairman of the World Tourism Forum Lucerne Advisory Board and President & CEO Kempinski Hotels shows his commitment in both World Tourism Forum Lucerne and Talent Management.

Lucerne, 13 May 2014