



GLOBAL TOURISM ECONOMY FORUM

世界旅遊經濟論壇
FORUM DE ECONOMIA
DO TURISMO MUNDIAL

August 18, 2016

Mr. Kohan Kemik
Consul General of the Republic of Turkey

Your Excellency,

Global Tourism Economy Forum Macau 2016 (GTEF) - Invitation October 15 - 16, 2016 (Saturday to Sunday), Macau SAR

It is with pleasure that we cordially write to invite you to the fifth edition of Global Tourism Economy Forum (GTEF), to be held from **October 15 to 16, 2016 in Macau.**

GTEF is a high-level conference of key decision-makers in the global travel and tourism sector and related industries. Hosted by the Macao SAR Government, in collaboration with UNWTO and co-organized by the China Chamber of Tourism, the GTEF is blessed to have received wide support and recognition from the China government and leading tourism organizations such as WTTC and PATA.

The Forum has attracted over 5,100 participants from 55 countries and regions worldwide, and welcomed 54 provincial and municipal delegations from China during the past 4 years. Moreover, top leaders from world renowned tourism brands have regularly made their appearances at the event. Today, the Forum has evolved into one of the most recognized platforms to strengthen cooperation and friendship among such high caliber attendees from the East and the West.

Themed "**The growing consumer class, rethinking and reshaping the future tourism landscape**", the fifth edition of the Forum will harness results of the past four years with France as the Forum's partner country and Beijing as featured Chinese city; the Forum strives to utilize the synergy to establish a platform to connect partners, exhibitors and delegates for bigger opportunities worldwide. To gain a first-mover advantage on the new ties between China and various countries, GTEF offers itself as an interactive platform where global industry leaders and experts gather to exchange ideas, develop strategies and initiatives in opening up new markets and capitalizing upon the rising affluence and demand for outbound tourism of China.

We sincerely believe that your support and participation will be a synergy to building more collaborative opportunities as well as an integral driving force to promoting bilateral trade in the region. With this invitation, we are pleased to extend the **special privileges to you and two selected guests from relevant travel/tourism/hospitality industries** in order to take advantage of the many networking and business-matching opportunities we have created across the 2-day event.

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