

## Welcome Chinese joins Shanghai International Horse Festival

13<sup>th</sup> December 2013 – The iconic location of Shanghai’s Bund is the new background for Welcome Chinese and its mission to foster Chinese tourism in the world. Mr. Jacopo Sertoli, Select Holding’s CEO, and Prof. Bin Dai, president of China Tourism Academy, will hold a speech to introduce the project. The venue is the prestigious Shanghai International Horse Festival.

**Welcome Chinese Standard Certification** is the only Chinese certification for overseas tourism businesses issued by China Tourism Academy, branch of the China National Tourism Authority. It is aimed to guarantee high standard services for Chinese people traveling abroad and is supported by Union Pay and China Central Television. The core of the project is the Welcome Chinese’s website: [www.welcomechinese.com.cn](http://www.welcomechinese.com.cn). Here travel related businesses are able to apply for the Certification and, very soon, travelers will be allowed to enjoy unique and limited booking occasions. They will also get up-to-date information about the efforts made by hotels worldwide to better welcome them.

The Welcome Chinese Standard Certification is structured in three different levels: Bronze, Silver and Gold. Each level depends on the number and nature of the services specifically dedicated to Chinese travelers. At the present time, it mainly involves hotels, but in the future the Welcome Chinese Certification will be extended to other travel industry sectors such as transportation, retail, food and beverage, museums and destinations.

### Select Holding

**Select Holding** is an international holding group based in Shanghai composed of Select Italy & Travel, Select Communications and Select Concierge. Founded in 1997 as a travel company to bring the concept of customized, exclusive travel in Italy to the US market, it has progressively expanded into a comprehensive marketing and communications group for the travel sector with offices on three continents. After five years in China, **Select Holding** is now the exclusive certifying entity authorized by China Tourism Academy to issue the Welcome Chinese Certification.

**Select Holding’s** team is composed of experienced professionals from the travel, IT and government industries who bring together Western and Chinese culture; it is dedicated to improving the travel experience of Chinese tourists and to making the international travel industry more aware of their needs. Below you will find some of our achievements within each specific department:

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**Select Italy & Travel** has been included in Travel & Leisure's "A-List" of top travel agents for 12 years in a row(2002- 2013). Select Italy & Travel is an accredited member of IATAN (International Airlines Travel Agent Network), the premier international travel agent's association.

**Select Concierge** has been a trusted partner of *Ferrari* and many other top brands in China for the past two years.

**Select Communication** is currently working as the sole representative for several 5-star hotel chains in China, as well as for the privately owned, high-speed train *Italo*.

### China Tourism Academy

China Tourism Academy (CTA) is a specialized institute directly under the China National Tourism Authority. By focusing on researching basic theories, policies and issues concerning the development of tourism, CTA aims at establishing itself as the "think tank of the government, the brainpower of industry and the Intellectual acumen of academia, specialized in promoting the development and international exchange of China's tourism industry."

CTA studies, compiles and verifies tourism development plans, providing technical support to the inspection of such plans submitted by local governments. In addition, it organizes the training of high-level, professional talents in the tourism field and manages international and domestic academic exchanges.

CTA supports and promotes the "Welcome Chinese" standard to better welcome Chinese tourists, at the same time that it rewards participants who have implemented the standard by recommending them to the Chinese travel industry. Certified businesses can be recommended by the specialized travel media, as well as by government offices among Chinese tour operators, thereby gaining authorization to send travelers abroad.

In terms of promotion, participating travel companies will be introduced to the travel market in the annual report issued by CTA. The Chinese travel industry will also receive information relating to the certified companies during the quarterly and yearly forums organized by CTA.