

ASIAN TOURISM MARKET WEBINARS –

Singapore and South Korea

We invite You to participate in the webinars, arranged for Rural Lifestyle project destinations: Sweden, South-Coast of Finland and Åland Islands, Estonia and Latvia.

The main topics are:

* **potential target groups for rural destinations**
* **customer behaviour and expectations**
* **travel after pandemics**

The trainers are top professionals in tourism market field, see their short introduction below.

The target groups of the seminar are: Rural Lifestyle entrepreneurs and those planning to set up a Rural Lifestyle business, travel agencies and tour operators, local destination developers, tourism professionals, educators, students and all interested parties.

Our aim is to broaden the tourism market in our destinations and learn for whom and how we should design our attractive Rural Lifestyle packages.

On **14 June** 2022, the **Singapore** Tourism Market Seminar will be held, moderated by S.Noto at 10:30-12:00 Estonian, Latvian, Finnish time; 9:30-11:00 Swedish time; 16:30-18:00 Japanese time.

On **16 June** 2022, there will be a seminar on the tourism market in **South Korea**, moderated by S.Noto, 10:30-12:00 Estonian, Latvian, Finnish time; 9:30-11:00 Swedish time; 16:30-18:00 Japanese time.

At the end of August, there will be webinars on the **Thai** and **Japanese** tourism markets.

To participate, please register at the following link **https://forms.gle/aV1AtsTWeoSAwh4u9** and we will send you the link to the webinar platform. You can register for both trainings or choose one of them. The seminars are free of charge. If you have any questions concerned with registration, please contact Kaili.Kattai@emu.ee.

The trainings are organised by the Rural Lifestyle project https://www.facebook.com/RuralLifestyleproject/, co-funded by the Interreg Central Baltic programme.

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Looking for Your active participation,

on behalf of Rural Lifestyle project team

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*Short introduction of presenters/trainers and moderator:*

***Singapore: Ms. Cheryl Chung***

***Company Profile***

*HQV is a sales and marketing consultancy firm based in Singapore. We accelerate brand growth by connecting businesses to opportunities for stepping into Asian markets. Our expertise is in airline and destination representation. We manage all aspects of representation holistically – Sales, marketing and PR, trade distribution and relationships, pricing and performance analysis, and customer support. Visit*[*https://www.hqv.sg/*](https://www.hqv.sg/)*for more details.*

***Speaker Profile***

*Cheryl is the business development manager for HQV. She has six years of experience in the area of sales and marketing, spanning various industries such as travel, consultancy and philanthropic advisory. Cheryl is passionate about growing brands and understands the importance of coupling offline and online marketing strategies to increase brand awareness and conversions.*

*Cheryl started her career on the investment side of private banks and holds a Bachelor of Business Administration (Honours) from the National University of Singapore.*

***South Korea: Ms. Nancy Choi***

*As  a  front liner in the tourism and PR industry, Nancy Choi is well known and respected in her field as a hard-working career woman with BS from EWHA Womans University. Her innovative ideas and creative marketing promotions have brought CJSW widespread recognition as an international PR consultancy in Korea as well as in other parts of the world. Her confidence and pride in profession is fueled by her nearly limitless energy and passion and has built her a  strong reputation in the travel and sporting media, with background of Airlines sales executive. She holds influential roles in trade groups as the Chairwoman of the Association of Nation Tourism Office. Representative- Korea (ANTOR) 2004, and as Chairperson of International Public Relations Association (IPRA) for 2007 and EWHA  A&P the first Chairperson in 2003. She was also standing as PR Director Korea for GNTB GSA and Director for Visit Norway. For three  years  until 2000 as an Ambassador of UNIAEWP. She  was engaged with PyeongChang winter Olympic Bid 2018, 2014 and 2010 for 10 years to position the name of PyeongChang thru international media with global PR and media campaign.*

***Moderator: Mr. Shigeyoshi Noto - Japan****, Foresight Marketing Co.,Ltd. CEO.*

*Founded in 2010, Foresight Marketing is a tourism marketing company in Japan. They offer comprehensive marketing and representation services to govermental tourism organizations in the Japanese market. Their current clients include govermental organisations from Finland, Baltic States, Bhutan and EU projects. They ensure succes of clients´ goals through deep understanding of the market and extensive range of contacts in the Japanese tourism industry and media.*