

“Drive-to-Store” strategies for Chinese Visitors in Switzerland

◀ May 7, 2019 - Lausanne ▶

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CONFERENCE TOPIC

According to a study co-led by Swiss Tourism and the Swiss Federal Statistical Office, Switzerland is about to welcome 2 million overnight stays of Chinese visitors per year by 2022; more and more individual travelers with high purchasing power and less tour groups.

How Switzerland is preparing itself to welcome these independent Chinese travelers? How to take advantage of these new customers as a retailer, touristic operator or hotel and restaurant manager?

One single solution: penetrate the Chinese digital ecosystem, as most of “western” digital platforms (such as Facebook, Instagram, Whatsapp) cannot be used in China.

Only touristic and economic actors aware of Chinese’ tastes and wishes and only those using the right digital marketing strategies with the adapted payment solutions will make the difference.



May 7, 2019
18:30 – 20:30



Alpha Palmiers Hotel,
Lausanne (near train station)



Languages:
French & English



Members (SCCC, SRSSC, SCA): CHF 40.-
Non-Members: CHF 60.-

PROGRAM

18:15 – 18:30

Registration & Welcome

18:30 – 18:35

Welcome by **Mr. Gérald Béroud**, President of SRSSC and **Mr. Christophe WEBER**, President of SCCC, Geneva Chapter

18:35 – 18:45

Introduction by **Mr. Steeve Pasche**, CEO at Lausanne Tourism

18:45 – 19:15

“Drive-to-Store” Strategies for Chinese Visitors in Switzerland
Mr. Guillaume De Roquefeuil, CEO at Europass

19:15 – 19:45

Panel Discussion

- **Mr. Steeve Pasche**, CEO at Lausanne Tourism
- **Mr. Guillaume De Roquefeuil**, CEO at Europass
- **Mrs. Yasmine Gulam**, Global CRM Manager at TAG Heuer
- **Dr. Meng-Mei Chen**, Assistant Professor at Ecole Hôtelière de Lausanne

19:45 – 21:00

Cocktail Dinner & Networking

SPEAKERS & PANELISTS



MR. GUILLAUME DE ROQUEFEUIL – CEO, EUROPASS

Guillaume has lived 10 years in Asia, including 8 years in China where he worked on several consulting and entrepreneurial ventures.

Back to France in 2015, Guillaume launched “EuroPass”, a comprehensive solution supporting retailers in better attracting and converting Chinese travelers in Europe, combining full digital marketing and mobile payment solutions on Chinese social platforms.

Guillaume holds an engineer degree from Paris Civil Engineering school, a Master of Science from Birmingham University and a Global Executive MBA from INSEAD.



MR. STEEVE PASCHE – CEO, LAUSANNE TOURISM

Since 1 July 2013, Steeve Pasche (38 years old) is the CEO of Lausanne Tourism.

Previously, he was head of the congress & events department for two years. Prior to join Lausanne Tourism Steeve Pasche already held position in tourism and sport sectors including an experience at the International Olympic Committee.

He is married and has three children.

JOINED BY PANELISTS:



MRS. YASMINE GULAM
Global CRM Manager, TAG Heuer



DR. MENG-MEI CHEN
Assistant Professor, Ecole Hôtelière de Lausanne

REGISTER NOW

Registration deadline: Friday, May 3, 2019

Entrance will be limited to 70 participants

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