



Gather Food and Wine - Limestone Coast

Understanding **CHINA**

The South Australian Tourism Commission is proud to invite you to attend a complimentary workshop run by Richard Beere titled:

UNDERSTANDING CHINA

Richard Beere has spent over 30 years working and living in Asia in senior management positions and is now the Managing Director of Fastrak Solutions. Richard was part of the teams that succeeded in making Australia the first western destination to gain Approved Destination Status in China, and that secured China Southern Airlines to initially fly to Australia.

He was also instrumental in the development of Tourism Australia's original China Development Plan - most of which is still in use today. The South Australian Tourism Commission has engaged Richard to produce a development plan for South Australia and the Chinese market. This workshop will assist you in better understanding the realities and requirements of this market.

Thursday 9 February

Arrival from 8.30am for 9.00am - 12.00pm

Crowne Plaza Adelaide

Hindmarsh Room

16 Hindmarsh Square, Adelaide

RSVP

by Monday 6 February to chelsea.clack@sa.gov.au

