



DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

## News Release

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### CHINESE TOURISM LEADER TO SPEAK ON OLYMPIC GAMES OPPORTUNITIES

Honolulu—Hawaii firms can learn how they can profit from the 2008 Olympic Games in Beijing when Mr. Duan Qiang, Chairman of the Board of the Beijing Tourism Group (BTG), speaks on *"The Beijing Olympics 2008: Challenges and Opportunities for Hawaii Businesses"* on Monday, March 31, from 11:30 am to 1:30 pm, at the Harbor View Seafood Restaurant at Aloha Tower Marketplace.

"This is a unique opportunity for Hawaii companies to hear a key Chinese official discuss ways in which they can take advantage of the Olympics," said DBEDT Director Theodore E. Liu. "China is going all-out to make the Games a great success, and Hawaii firms—no matter how large or small—can become involved in business developments leading up to this landmark international event."

The Beijing Tourism Group, the largest provider of travel services in Beijing, is the lead tourism service provider for the Olympic Games. Before his appointment to his present position, Mr. Duan served as Deputy Mayor of Beijing. Within the next five years, he hopes to completely transform the Chinese capital into a modern, cosmopolitan city with a world-class infrastructure.

Over the past few years, DBEDT has launched numerous initiatives with Chinese agencies and organizations to stimulate business for local companies in one of the world's fastest-growing economies. One of these was the signing of an agreement with BTG in 2002 that can help to train thousands of hotel employees and others in the visitor industry, and help to develop or upgrade China's tourism infrastructure.

China is anticipating an enormous increase in the number of foreign travelers who will come for the Olympics, and then stay to visit attractions throughout the country. The 2000 Olympic Games in Sydney attracted nearly 5 million tourists.

"We have much to offer China in the area of tourism development," Liu noted. "The Olympics should create a strong demand for new hotels, meeting and convention facilities, and for the training and technology to support them."

The luncheon is sponsored by DBEDT, the Hong Kong Business Association of Hawaii (HKBAH), The Chamber of Commerce of Hawaii, the Hong Kong China Hawaii Chamber of Commerce and the Chinese Chamber of Commerce. The cost is \$25. For further information, contact Laisin Lee at [lslee@hawaii.rr.com](mailto:lslee@hawaii.rr.com) or at 342-8660; or Emogene Estores at [estores@dbedt.hawaii.gov](mailto:estores@dbedt.hawaii.gov) or at 587-2762. Registration deadline is March 28.

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