



## African participation increases at COTTM 2011

COTTM 2011 (China Outbound Travel & Tourism Market), the only business-to-business exhibition dedicated to outbound travel and tourism in China, continues to welcome more exhibitors from Africa.

As the African participation at COTTM continues to grow, COTTM is proud to have **ATA (The Africa Travel Association)** as a partner for 2011.

Organisations from **Egypt, Ethiopia, Ghana, Kenya, Madagascar, Malawi, Mozambique, Seychelles, South Africa, Tanzania, Tunisia, Zambia and Zimbabwe** have already confirmed their participation.

The feedback reads for itself:

*"COTTM provided us with a unique opportunity to promote a new destination (Madagascar) to outbound Chinese agents. There are plenty of business opportunities in China, COTTM is a great tool to help us develop tourism and gain greater exposure and increase awareness"* **Air Madagascar**

*"The number of buyers who visited the Ghana stand indicates great potential and interest for Ghana & Africa for that matter"* **Ghana Tourist Board**

*"COTTM is the ideal platform for showcasing African products in China. COTTM will continue to be one of our platforms of presentation"* **Mali Tourism Board**

*"COTTM was a great experience for us, we got to meet so many people and we will be back next year"* **Motherland Tours - Zambia (Inbound Tour Operator)**

*"COTTM was successful in terms of business as private sector participants managed to make new contacts and re-establish former ones. I am confident that this co-operation will continue in the future and my ministry will participate at COTTM"* **Ministry of Culture & Tourism of Ethiopia**

*"The Africa Travel Association believes there is great potential for its members to partner with COTTM given the rapidly increasing number of visitors from China to the African continent"* **Africa Travel Association**

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