

Jenny Cai

Ms. Jenny Cai is currently in the position of Director-General of Public Relations and Brand Marketing Department of World Tourism Cities Federation (WTCF). She started her career as a Customer Manager in the Custom department and Manager of Market Public Relations relating to public relations management in China in 2000. Later, she became Assistant Marketing Manager of Fortune (in Chinese) Magazine in 2003. She served as Assistant Secretary-General of the Beijing International Finance Forum in 2008. After that, she was in the position of Director of Marketing Department of China Beijing Environment Exchange in 2010. She became the Assistant Chairman and Beijing Office Director of the Guangzhou Stock Exchange Group, as well as the General Manager of the Investment Advisory Co., Ltd. of the Beijing Stock Exchange in 2012. Ms. Jenny Cai has been engaged in public relations management for a long time and has rich experience in management, public relations, media promotion and strong business capabilities.

Contact data

Jenny Cai
Director, PR& Media Department
World Tourism Cities Federation (WTCF)



Event

[How To Market Your Destination's Products And Services To Chinese Outbound Tourists?](#)

Wednesday, March 6, 2019, 15.00 - 15.45

CityCube Berlin, Auditorium A1

Official Partner Country ITB Berlin 2019



Co-Host ITB Berlin Convention 2019



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Kurzfristige Änderungen vorbehalten.



ITB Berlin Convention / ITB Berlin Kongress

ITB Cube

Hall A

- ITB CSR Day
- ITB Deep Dive Sessions
- ITB Destination Day 1
- ITB Destination Day 2
- ITB Experts Forum Wellness
- ITB Future Day
- ITB Marketing & Distribution Day
- ITB Tourism for Sustainable Development Day

6.1 – eTravel World: eTravel Stage, eTravel Start-Up Day

- 7.1a** – Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
 - ITB MICE Forum
 - ITB MICE Hub

7.1b – eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum

- 11.1** – ITB Young Professionals Day

Palais – ITB Convention Awards

Contact

Please contact us for concerns or questions:

Convention Organisation

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