

The logo for Beijing Tourism, featuring a stylized red 'B' and the word 'Beijing' in a colorful, playful font. Above it, the Chinese characters '北京旅游' (Beijing Tourism) are written in a smaller font. The background of the entire page is a scenic view of Beijing, including the Temple of Heaven, the Great Wall, and modern architecture like the CCTV New Building, all reflected in a body of water. In the top right corner, there is a large, stylized calligraphic character '京' (Jing) in black.

# INVITATION

August 10, 2017

Dear Madam/Sir,

To further improve the image of Beijing as a tourism destination, to further enhance the branding of Beijing in Lausanne, to further improve the tourism of China and Switzerland, Mr. ZOU Weinan, the Deputy Counsel of Beijing Municipal Commission of Tourism Development, is planning to lead the delegation to Lausanne to promote Beijing in August. We cordially invite you to attend “Beijing Tourism Photo Exhibition” scheduled at 2:30pm of Thursday, August 24, at the Salle Olympique of The Olympic Museum. We highly appreciate your presence.

Attached is the detailed information on our event program. Should you have any inquiry regarding this event, please do not hesitate to contact us. We appreciate if you could confirm your presence by sending email before August, 22 to:

Madam LI Xinyu

TEL: +41 (0)22 731 0666

Email : [incoming01@tiantan.ch](mailto:incoming01@tiantan.ch)

Your immediate attention and confirmation will be much appreciated.

Sincerely yours

Beijing Municipal Commission of Tourism Development  
Beijing Tourism Building  
No.29 Jian Guo Men Wai Da Jie, Beijing, China  
[www.visitbeijing.com.cn](http://www.visitbeijing.com.cn)





## **Programs for “Beijing Tourism Photo Exhibition” in Lausanne, Switzerland**

### **Time & Date**

2:30pm - 5:30pm

August 24, 2017

### **Venue:**

Salle Olympique (0 Floor)

The Olympic Museum

Address: 1, Quai d'Ouchy, 1006 Lausanne, Switzerland

### **Expected Guests :**

Tourism and Events Lausanne;

Executives and representatives from travel and tourism enterprises in Lausanne;

Media and Press;

Travel industry partners, etc.

### **Promotion features:**

“2017 Beijing Tourism Photo Exhibition” in Lausanne aims to show the rich tourism resources and a long history and culture of Beijing to Swiss people by way of photo exhibition, introduction to the tourism resources in Beijing, and VR show etc.

### **Promotion agenda:**

02:30pm - 03:00pm Welcoming guests arrival, registration;

03:00pm - 03:05pm Welcome speech;

03:05pm - 03:10pm Unveiling ceremony of Beijing Tourism Photo Exhibition by Mr. ZOU Weinan, the Deputy Counsel of the Beijing Municipal Commission of Tourism Development;

03:10pm - 03:30pm Tour of Photo Exhibition;

03:30pm - 04:00pm Media interview;

04:00pm - 05:30pm The exhibition will continue being open to public.

