



The U.S. Commercial Service is pleased to invite you to the first-ever

# FROZEN ROADSHOW TO DONGBEI

China's government has committed to getting 300 million people into winter sports before the 2022 Winter Olympics, and the government expects winter sports to be a \$144.5 billion market by 2025. From 2011-16, the number of ski slopes has more than doubled to 646, and year-on-year ski rentals in 2016 grew 39%. 200 ice rinks are planned to be built in the next five years. To help meet this demand, the U.S. Commercial Service in Shenyang is pleased to organize the first-ever Frozen Roadshow to Northeast China's Harbin, Changchun, Jilin cities. This five-day roadshow through China's home for winter sports will promote U.S. products, equipment, management, and services for ice and snow sports, tourism, and lifestyle products.

## Harbin

Harbin, the provincial capital of Heilongjiang Province with a population of 10.8 million, is best known for its cold winters and annual ice sculpture festival. Harbin's tourism sector performed well in 2016, with tourist arrivals rise by 8.4% to 70.6m, while revenue increase by 14.4% to Rmb103.9bn, with half of the income contributed by events related to winter sports. Southeast from Harbin, about 110 miles (177 km) away, the Yabuli Ski Resort hosted the Snowboarding World Championships in March 2016. In June 2017, the world's largest indoor ski center, Wanda Ski Park, opened in Harbin, with six slopes and capacity for up to 3,000 skiers.

## Changchun

Changchun, the capital of Jilin province with a population of 7.9 million, serves as a gateway to nearby ski resorts. The city authorities invested Rmb46.4bn in tourism projects and infrastructure over the previous five-year plan (2011-15). The city, which boasts a robust heavy industry, is has continued to develop the sports industry under the 13th Five-Year Plan. In its 15<sup>th</sup> year, Changchun's Vasaloppet cross country ski race attracted more than 5,000 professional skiers from over 30 countries.

## Jilin City

Vanke Lake Songhua Resort is our venue for the Frozen Roadshow in Jilin City. This new, high-end resort was built by China's property giant Vanke, the same developer for Beida Lake - also in Jilin City - Shijinglong in Beijing, and Hanhailiang in Chongli. With plenty of natural snow and stable weather, Lake Songhua has hosted winter sports team trainings from Japan and South Korea since its opening in 2015. Lake Songhua Beidahu are two of the largest slopes in China. We look forward to presenting a special promotional event through demonstration, sport competition, and a trade fair.

### "FROZEN" Roadshow to Dongbei

November 14-16, 2017  
Harbin, Changchun, and Jilin City

### Who should attend

Winter and snow sports associations  
Sports products and service providers  
Sports rehabilitation and therapy providers  
Travel and tourism destinations  
Snow and ice rink equipment providers  
Hotel and resort management companies

### Costs for Forum and Familiarization Stops

For companies with less than 500 employees

- \$1,500 - Harbin  
Forum, trade show, networking, site visits
- \$1,500 - Changchun  
Forum, trade show, networking, site visits
- \$1,000 - Jilin City  
Demonstration, trade show, sports games

For each one additional participant

- \$200 - Harbin
- \$200 - Changchun
- \$100 - Jilin City

### Contact U.S. Commercial Service Shenyang

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# FROZEN ROADSHOW TO DONGBEI

## 2017 “冰雪奇缘” 中国东北路演

2017.11.14-16

### Agenda/ 日程

#### Arrival/抵达

Monday, November 13, 2017 (11月13日 星期一)

代表团抵达哈尔滨；入住酒店

Delegation Arrive in Harbin; Check-in at XX Hotel

#### Day 1- Harbin / 第一天- 哈尔滨

Tuesday, November 14, 2017 (11月14日 星期二)

8:30 - 9:00 am	嘉宾签到 Registration
9:00 - 9:05 am	美国驻北京大使馆XX致欢迎辞 Welcome remarks by XX, U.S. Embassy
9:05 - 9:10 am	黑龙江省XX致辞 Opening remarks by XX, Heilongjiang Province
9:10 - 9:15 am	移步分会场 Delegation and audience to Plenary 1& 2
9:15 - 11:15 am	第一分会场：冰雪运动- 冰雪运动器材装备，体育医疗，管理，训练，救援 Plenary I: Winter and Snow Sports- equipment, sports therapy, management, training, rescue 第二分会场：美国冰雪旅游目的地，滑雪度假，管理，服务，滑雪场夏天项目 Plenary II: Travel and Tourism- ski resorts, management, services, off-season activities
10:05 - 10:25	茶歇 Tea Break
11:15- 11:30 am	总结致词 Closing Remarks
11:30 am- 1:00 pm	交流午餐 Networking Lunch
XX pm	代表团乘高铁赴长春；入住酒店 Delegation depart Harbin for Changchun via high speed rail; Check-in at XX Hotel



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## Day 2- Changchun / 第二天- 长春

Wednesday, November 15, 2017 (11月15日 星期三)

8:30 - 9:00 am	嘉宾签到 Registration
9:00 - 9:05 am	美国驻北京大使馆XX致欢迎辞 Welcome remarks by XX, U.S. Embassy
9:05 - 9:10 am	长春市XX致辞 Opening remarks by XX, Changchun City
9:10 - 9:15 am	移步分会场 Delegation and audience to Plenary 1& 2
9:15 - 11:15 am	第一分会场: 冰雪运动- 冰雪运动器材装备, 体育医疗, 管理, 训练, 救援 Plenary I: Winter and Snow Sports- equipment, sports therapy, management, training, rescue 第二分会场: 美国冰雪旅游目的地, 滑雪度假, 管理, 服务, 滑雪场夏天项目 Plenary II: Travel and Tourism- ski resorts, management, services, off-season activities
10:05 - 10:25	茶歇 Tea Break
11:15- 11:30 am	总结致词 Closing Remarks
11:30 am- 1:00 pm	交流午餐 Networking Lunch
XX pm	代表团乘高铁赴吉林市; 入住吉林松花湖西武王子大饭店 Delegation depart Changchun for Jilin City via high speed rail; check-in at Vanke Lake Songhua Resort-- Seibu Prince Hotel

## Day 3- Jilin City / 第三天- 吉林市

Thursday, November 16, 2017 (11月16日 星期四)

精彩纷呈活动包括室外产品示范, 展示, 滑雪比赛和(室内)招待会

Special promotional event through demonstration, trade fair, sport competition, and a networking reception

## Departure/返程

Friday, November 17, 2017 (11月17日 星期五)

代表团乘飞机或火车返程

Delegation depart Jilin City by air or train



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