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Is Your Business Ready for Chinese Tourists?

Consulate General of Denmark in Shanghai

The number of Chinese tourists to Europe is increasing – but so is the competition for their time and money! The Consulate General of Denmark in Shanghai is working through various projects and partnerships to inform and prepare Chinese travelers about the commercial and cultural wonders that await in Denmark, so that the Chinese travelers can make the most of their time in Denmark. One of the most efficient tools for communicating and servicing Chinese travelers is Alipay and therefore the Consulate is pleased to introduce this opportunity to Danish retailers.

Alipay

Connect with **Alipay**, the world's leading payment and lifestyle platform and Chinese tourist expert. We are here to help you improve your business and benefit from the growth of Chinese tourism. In this session, you will have practical know-hows on

- **Market Savvy**

Long-standing expertise on Chinese tourists' behavior and preference that helps you to understand what Chinese tourists really need and want.

- **Attract the Chinese Tourists Before Departure**

The average Chinese tourist plans and researches their trip months before departure. Learn more the diverse marketing tools and find out what works best for your business to get in front of the audience.

- **Chinese-friendly Payment and Beyond**

Research shows it's easier for the Chinese to shop or dine if they can pay in a way they are familiar with.

Get to know about the most popular payment solution for Chinese tourists and how to access.

Travel around the World with Alipay

55 markets as of Feb 2019

Europe:

- 1.UK
- 2.Germany
- 3.France
- 4.Italy
- 5.The Netherlands
- 6.Sweden
- 7.Finland
- 8.Austria
- 9.Czech Republic
- 10.Belgium
- 11.Russia
- 12.Monaco
- 13.Spain
- 14.Greece
- 15.Switzerland
- 16.Denmark
- 17.Norway
- 18.Luxembourg
- 19.Iceland
- 20.Portugal
- 21.Malta
- 22.Ireland
- 23.Poland
- 24.Liechtenstein
- 25.Slovenia
- 26.Slovakia
- 27.Hungary
- 28.Cyprus
- 29.Latvia

Africa:

- 1.South Africa
- 2.Mauritius

North America:

- 1.USA
- 2.Canada

Asia and Oceania:

- 1.Chinese mainland
- 2.Hong Kong
- 3.Macao
- 4.Taiwan
- 5.Japan
- 6.ROK
- 7.Singapore
- 8.Thailand
- 9.Malaysia
- 10.Australia
- 11.New Zealand
- 12.The Philippines
- 13.Cambodia
- 14.Laos
- 15.Israel
- 16.UAE
- 17.Myanmar
- 18.Qatar
- 19.The Maldives
- 20.Indonesia
- 21.Nepal
- 22.Sri Lanka

- Alipay also supports in-flight purchases and purchases onboard the world's major cruiseliners.
- Alipay supports settlement in 27 currencies.
- Alipay users can get instant tax refund at airports or even in urban areas in 35 markets.
- Public transportation systems in 20 markets accept Alipay.

About Alipay

Alipay is the world's leading payment and lifestyle platform. Launched in 2004, Alipay currently serves over 1 billion users with its local e-wallets partners. In addition to online payments, Alipay is expanding to in-store offline payments both inside and outside of China. Alipay's in-store payment service covers over 50 markets across the world, and tax reimbursement via Alipay is supported in 35 markets. Alipay works with over 250 overseas financial institutions and payment solution providers to enable cross-border payments for Chinese travelling overseas and overseas customers who purchase products from Chinese e-commerce sites. Alipay currently supports 27 currencies.



**ROYAL DANISH
CONSULATE GENERAL**
The Trade Council