

Pan Ukraine 2019



Welcome to



UKRAINE
~It's all about U~

Agency «Pan Ukraine»

- 25 years of operation on the Ukrainian travel market
- 621 travel suppliers
- 75 airline company partners
- 1560 sales agents in Ukraine and CIS
- 56 corporate client



Brand recognition

«Pan Ukraine» is a well-known brand in Ukraine and abroad.



Our main Chinese partners



China Business Network
中国商务集团

Pan Ukraine SMM in China

- panukraine.cn – has a strong SEO, when you search for «Ukrainian DMC» in Baidu, our Chinese website appears at the top of the list;
- «Pan Ukraine» WeChat Service Account;
- We use Chinese Social Media Platforms to promote our services.



乌克兰旅行社Pan Ukraine



Statistics of Chinese travelers in the world

China is the largest outbound market in the world

2018 year - 154 million trips were made by Chinese
256 billion USD was spent abroad.

In 2018 there were 41 000 Chinese visitors to Ukraine

In 2020 - 200 million Chinese people are expected to travel overseas,
429 billion USD will be spent abroad.

The number of Chinese tourists in Ukraine rapidly increased since the introduction of e-visas for citizens of China.

- **5-years results:**

- 103 countries and international organizations have concluded with the PRC 118 cooperation agreements;
- 82 foreign trade and economic cooperation zones were built, with a total investment amounted to \$ 28.9 bln;
- 16 FTAs - 24 countries and regions of the world;
- \$ 5 trillion total trade.



Ukraine is a member of One Road One Belt initiative



- Bilateral trade between Ukraine and China totaled 5.8 billion US dollars during the first eight months of 2018, 21 % increase on the figure for 2017.
- Ukraine-China trade is expected to pass 8.7 billion US dollars by the end of the year and hit 10 billion US dollars in 2019.

Dragon Boat Festival 2019

Top Travel Destination

Top Chinese Outbound

1. Japan
2. Hong Kong
3. Thailand
4. South Korea
5. Macau
6. Taiwan
7. United States
8. Singapore
9. Malaysia
10. Vietnam

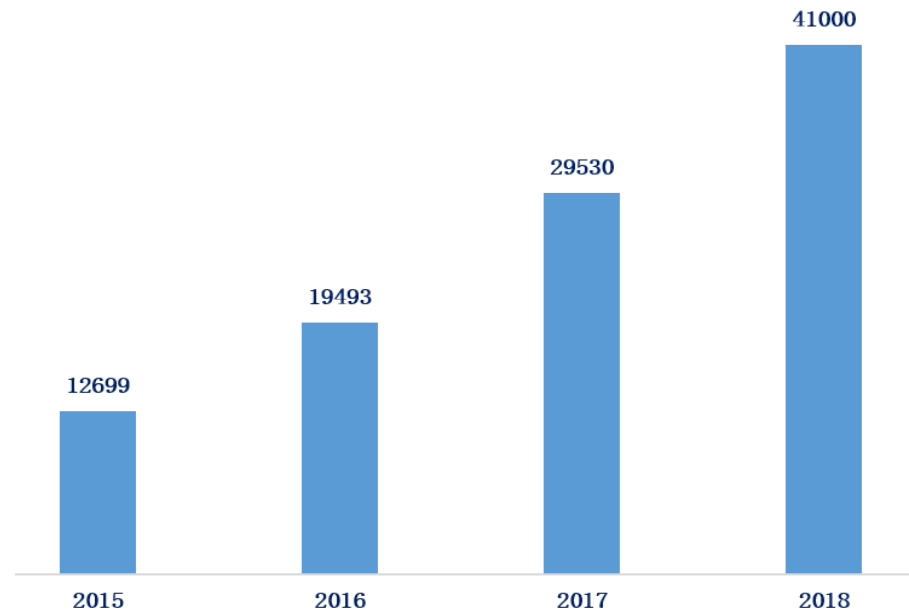
Fastest Growing Destinations

1. Colombia
2. Israel
3. Egypt
4. Serbia
- 5. Ukraine**
6. Nepal
7. Laos
8. India
9. Brazil
10. Poland

Ukrainian Market Opportunity

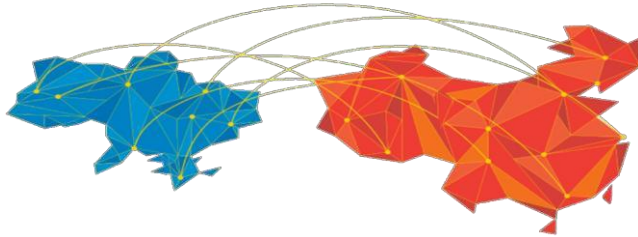
- «Pan Ukraine» was the first Ukrainian company that entered Chinese market. The current trend towards an increased number of travelers to Ukraine presents an opportunity for «Pan Ukraine» to get even bigger on the market.
- 2018 year «Pan Ukraine» welcomed 1,208 clients from China.
- Table 1. Number of Chinese tourists in Ukraine.

从中国到乌克兰



Company goal

«Think Ukraine, Think «Pan Ukraine»»



Our Goal is to get 20% of Ukrainian market share for Chinese clients in 2020



Problems & Solutions

Problems	Solutions
Untapped Ukraine Travel potential	«Pan Ukraine» is promoting Ukraine by Chinese website news, exhibitions, social media.
Safety of travelers	«Pan Ukraine» has 25 years of experience, provides and guarantees Clients safety and confidence.
Services quality	24/7 Client support in Chinese, Chinese-speaking guides, Chinese-preferred hotels Best price
Visa to Ukraine	«Pan Ukraine» provides e-visa services
Air connections from China to Ukraine	As a member of IATA , «Pan Ukraine» provides ticket issuing all around the world

Marketing Strategy for 2020

- To create more distributor channels in China, Europe, USA
- To get 20% of market share in Ukraine in 2020
- To start the chartered flights operations from China to Ukraine
- To be the first Travel agency to implement Wechat and Alipay payment methods in Ukraine

Advantages of Pan Ukraine

- «Pan Ukraine» is an officially authorized provider of the tours to Chornobyl exclusive zone
- Exclusive contract with NetEase (China), Lulutrip (China), Globorouter (USA) for the Tours to Chornobyl
- Memorandum of Cooperation with Ukrainian Bank for Reconstructions and Development – first Chinese bank in Ukraine owned by Bohai Commodity Exchange
- Agreement with Ctrip
- CCA member and services supplier for CCA (Chinese Commerce Association)
- Appointed DMC for Union Pay in Ukraine
- Partners with Chinese Business Network – professional promotion platform for tourism in China
- Experienced work with high level official delegations



Wechat



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Thank you!