



COMPANY PROFILE

- ◆ ChinaPro Marketing Partners is a cross-cultural marketing agency with proven track record and familiarity to the inbound tourism markets to help tourist destinations, attractions, shopping centers, retailers and luxury brands reach Chinese customers, both locally and internationally.
- ◆ ChinaPro's bi-lingual and bi-cultural staff have multi-year experience in destination management, public relations, marketing, tourism promotion and local community outreach.
- ◆ ChinaPro works closely with tour operators in China and in the US as well as both local and international media to promote its clients to Chinese customers.
- ◆ ChinaPro Marketing Partners assists clients to enhance their Chinese customer experience and become China ready through strategy establishment, collaterals translation and development, staff training, Chinese mobile payment set up such as Alipay and Wechat Pay, etc.

PREVIOUS AND CURRENT CLIENTS



STAFF PROFILE



Z.J. Tong is a senior tourism marketing professional with over 20 years of tourism management, marketing and government affairs experience. Prior to founding ChinaPro Marketing Partners, Z.J. Tong served as Director of Tourism Marketing at Signet Jewelers, owner of Kay, Jared and Zales.

Z.J. Tong has been involved in all aspects of tourism and retail tourism marketing. He is instrumental in building international, particularly China tourism marketing strategies for many tourist attractions, DMOs, hotels, retailers and shopping destinations.

Z.J. Tong is also a professional speaker on subjects such as international tourism marketing, cross-cultural communication, doing business with China and Chinese, etc.

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