



# CEEnter

The new shape of Central and Eastern Europe

**Tourism Award Marco Polo 2020**  
**Initiated by China – CEE Tourism Cooperation**

# 17+1 (China - CEE) professional cooperation in tourism, May 2014

China

+

Estonia

Latvia

Lithuania

Poland

Czech Republic

Slovakia

Hungary

Slovenia

Croatia

Romania

Bosnia&Herzegovina

Serbia

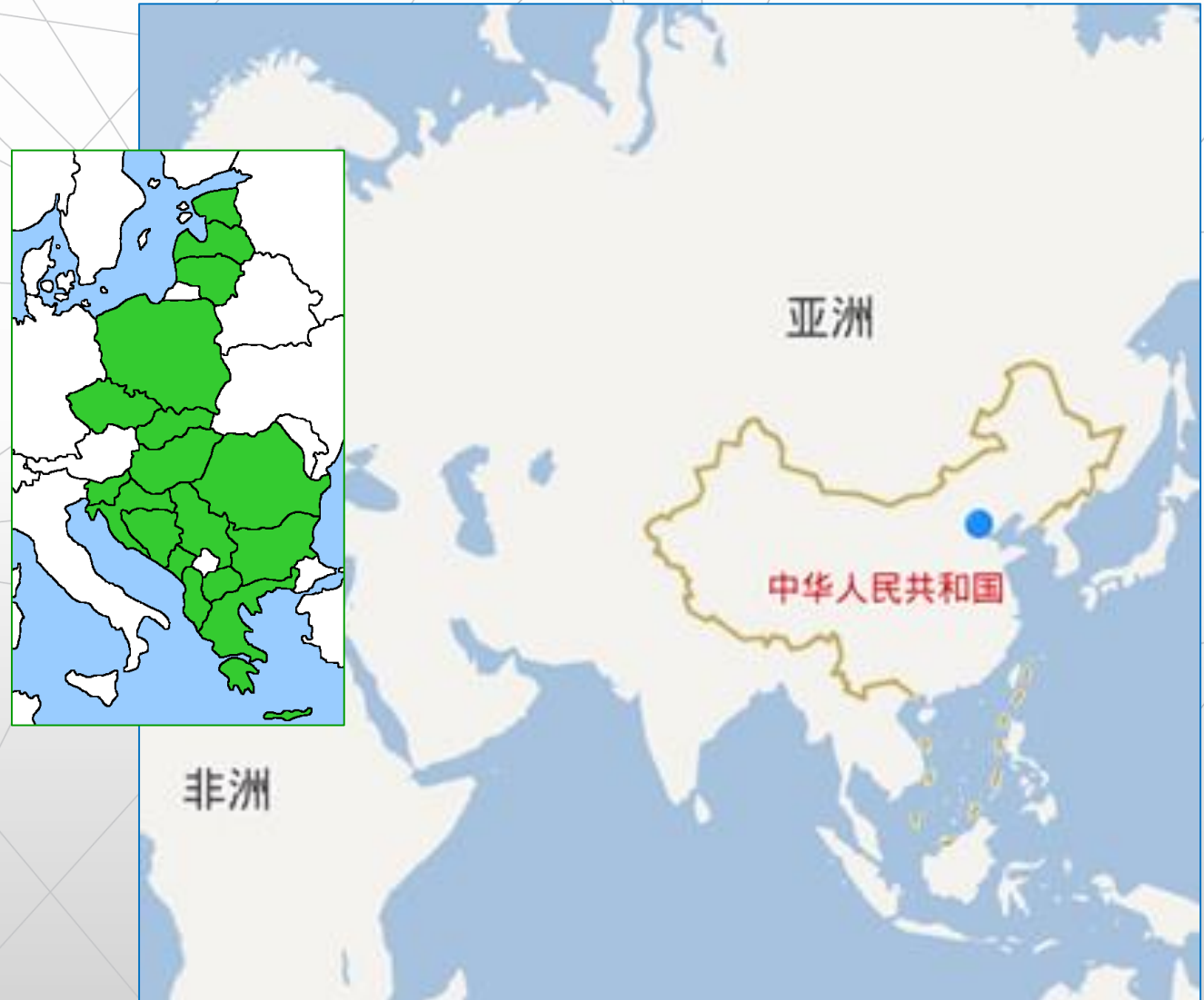
Bulgaria

Montenegro

North Macedonia

Albania

Greece (joined in April 2019)



CEEnter

The new shape of Central and Eastern Europe

# 17+1 tourism platform



- It aims at increasing the visibility of the 17 CEE countries in China.
- It presents the CEE countries in China as one single destination, under a common brand.
- It contributes to strengthening the diplomatic ties between the CEE region and China.



CEEnter

The new shape of Central and Eastern Europe

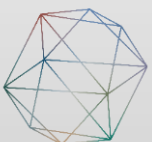
The tourism platform is operated by the

## **China – CEEC's Tourism Coordination Centre**

(shortly: Tourism Coordination Centre or TCC)

TCC presents the CEE region under the common brand:  
*,CEEnter, the new shape of Central and Eastern Europe'* and  
promotes it via its common website:

<http://www.ceenter-china.com/>



CEEnter

The new shape of Central and Eastern Europe

# Cooperation levels and connections



TCC and national coordinators in tourism ministries of the 17 CEE countries and China devise the joint activities.

Agencies give support to joint presence and promotion.

Tourism businesses are invited to B2Bs and workshops.

**Tourism Award Marco Polo intends to rewards best performers.**



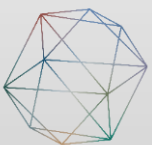
# Tourism Award Marco Polo

- given „for the creation of the best joint CEE tourism product”, yearly, from 2019
- The Tourism Coordination Centre in Budapest (TCC) advertises the application for the award
- There are gold, silver and bronze certificates
- any CEE-located private tourism stakeholder can apply



CEEnter  
The new shape of Central and Eastern Europe

**Tourism Award Marco Polo 2019**  
with the recommendation of  
**China – CEEC's Tourism Cooperation**



CEEnter

The new shape of Central and Eastern Europe

## What is the aim of the award?

- to encourage the renewal of CEE regional offer, give it some face-lift
- support promotion of „best joint CEE product”
- further deepen cooperation between businesses and the governmental level of 17+1 tourism platform

## What are the expected product characteristics?

- The „best joint CEE product” is a **round-tour to minimum 3 countries** of the CEE region
- it should be **based on regional history, traditions and culture**
- or it should **target a special interest group** (a niche segment)
- it should be innovative, measurable and sustainable



# Bronze Winner of Tourism Award Marco Polo 2019



Long Teng Hungary Ltd.

„**12 European country-tour**” takes the visitors to 29 cities of 10 Central and Eastern European countries. The tour covers the main attractions, but leaves **experience to local food, natural sights and history.** To meet their clients’ requirements, they only **work with educated and trained guide groups** and a **professional logistic team.**



CEEEnter

The new shape of Central and Eastern Europe



# Silver Winner of Tourism Award Marco Polo 2019



CT Poland

CT Poland's **European Concerto Tour** passes through Poland, Czechia, Slovakia and Hungary. It is perfect for those who visit Central Europe for the first time. Beside main tourist attractions, it introduces tourists to **local music, traditions and cuisine.**

It offers an **insight into local life** through concerts and workshops, while **offering enough time to unwind and relax.** The best time to enjoy European Concerto Tour is June, July and August when the weather in Central Europe is the most pleasant.



CEEnter

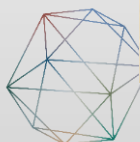
The new shape of Central and Eastern Europe

# Gold Winner of Tourism Award Marco Polo 2019



The product of **Fly Montenegro Travel (Small, private tours at the Balkan region)** is a **visa-free tour** covering Serbia, Bosnia and Hercegovina and Montenegro. The tour is **offered to families** and **takes them to** places that are rarely visited by bigger groups - **wineries, honey and cheese producers**. Families have the chance to **meet local people** and hear their experience.

For the future they plan to introduce even more authentic places to their guests, a wider variety of tours with multiple options and include more countries in the region to the tour.



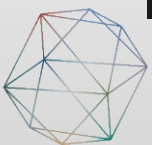
CEEnter

The new shape of Central and Eastern Europe

Fly Montenegro Travel

# Application criteria

- any private business entity (travel agency, tour operator) from Central and Eastern Europe can apply
- the product should be available in minimum 3 CEE countries (= a round-tour covering minimum 3 countries)
- the product should be in the market for a minimum one year
- the product should meet all application criteria (see Guidelines)
- English application should arrive at the e-mail address of TCC ([tcc@mfa.gov.hu](mailto:tcc@mfa.gov.hu)) until deadline, 31<sup>st</sup> May 2020
- there is no application fee, no financial reward, TAMP is a prestige award



# Dates and deadlines 2020

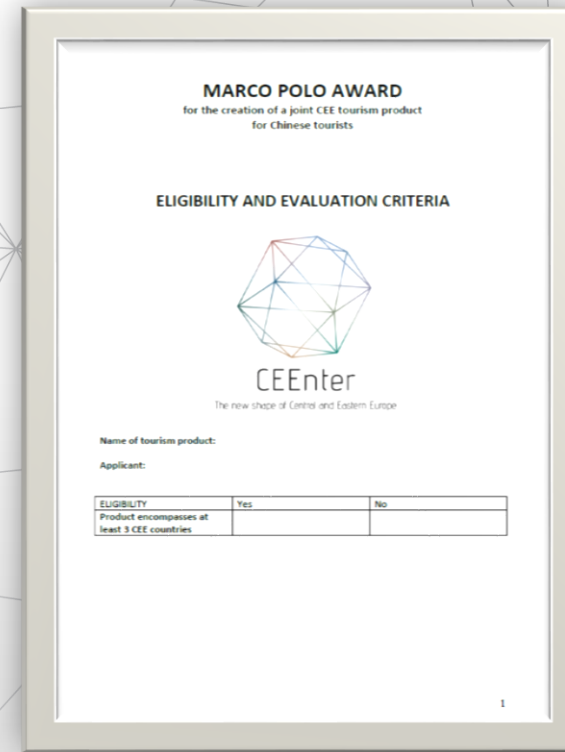
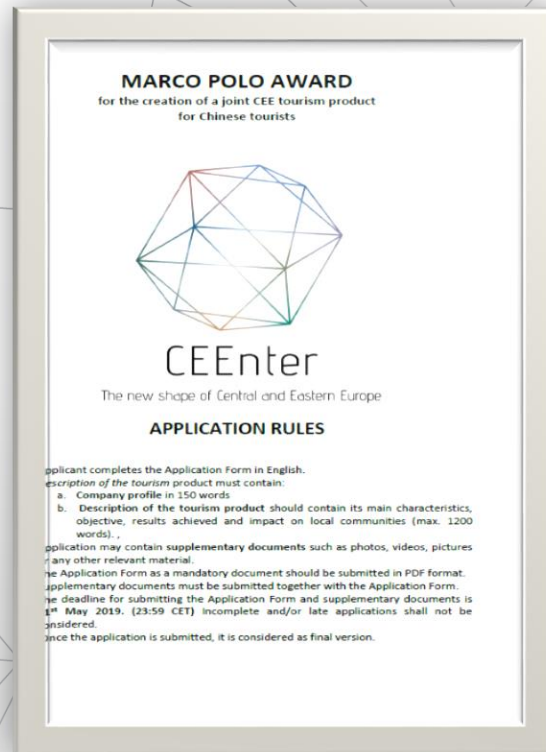
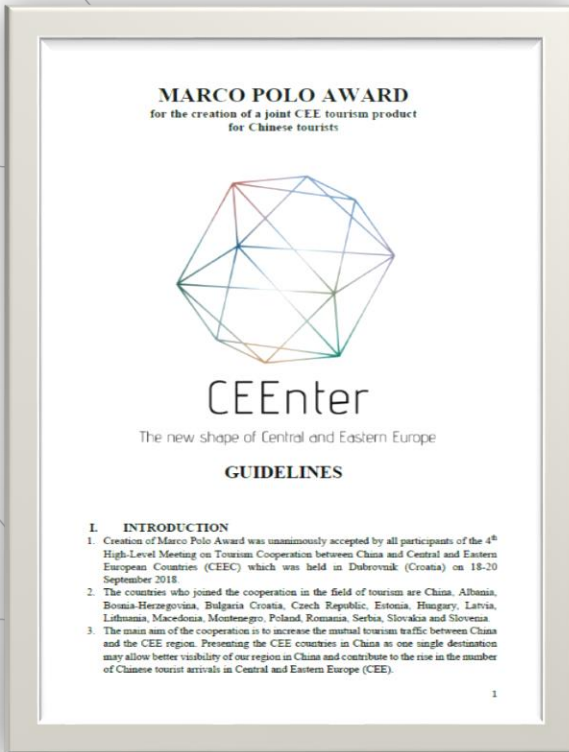
- application period: **March 2<sup>nd</sup> to May 31<sup>st</sup>**
- evaluation period: **June 1<sup>st</sup> – July 31<sup>st</sup>**
- notification of winners: **by 9<sup>th</sup> September**
- award winning ceremony at the 6th High-level Tourism Forum of 17+1 tourism cooperation in Athens **in October**
- 17+1 tourism cooperation promotes the annual winners: **October 2020 to October 2021**





# How to apply?

1. Contact TCC at [tcc@mfa.gov.hu](mailto:tcc@mfa.gov.hu) for the application documents.



2. Read the Guidelines

3. Study the Application Rules

4. Study the Eligibility and Evaluation Criteria

5. Complete the Application Form and collect the supplementary documents

6. Send your application material to TCC at [tcc@mfa.gov.hu](mailto:tcc@mfa.gov.hu)



CEEEnter

The new shape of Central and Eastern Europe

# Benefits

Eligible applications will be presented at the website of the cooperation [www.ceenter-china.com](http://www.ceenter-china.com)



CEEnter

The new shape of Central and Eastern Europe

The screenshot shows the CEEnter website header with the logo and navigation menu: ABOUT CEEC, INTERNATIONAL NEWS, CHINESE NEWS, COUNTRIES, CHINA, CONTACT. The main content area features a collage of three images: a coastal town in Montenegro, a cliffside building, and a plate of shrimp. Below the images is the text 'Montenegro // Wild beauty'. The main heading is 'CEEnter' followed by 'Introduction to the China - CEEC's Tourism Coordination Centre (TCC or CEEnter)'. The text describes the establishment of the TCC in May 2014 and its mission to connect tourism stakeholders between China and CEE countries.

CHINA - CENTRAL AND EASTERN EUROPEAN COUNTRIES TOURISM COORDINATION CENTRE

ABOUT CEEC INTERNATIONAL NEWS CHINESE NEWS COUNTRIES CHINA CONTACT

Montenegro // Wild beauty

## CEEnter

### Introduction to the China - CEEC's Tourism Coordination Centre (TCC or CEEnter)

The China - CEEC's Tourism Coordination Centre (TCC or CEEnter) was established in Budapest in May 2014, on the initiative of Chinese Prime Minister Li Keqiang and Hungarian Prime Minister Viktor Orbán. CEEnter is the executive body of a joint professional platform for China and the 16 CEE countries in the field of tourism. Tourism was one of the 6 professional platforms planned to be set up within 16+1 cooperation CEE-wise. The mutual commitment of 16+1 paved the way for professional cooperation forms between the two regions.

The mission of the CEEnter is to collect and share information and connect tourism stakeholders - business ventures, national tourism organizations, ministries - from CEE and China. By promoting the region as a single and unique destination, CEEnter supports the cooperating Central and Eastern European countries to be more visible in the Chinese tourism market.

China, Albania, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Montenegro, Poland, Republic of North Macedonia, Romania, Serbia, Slovakia and Slovenia joined the cooperation on a voluntary basis. Greece, the 17th CEE country, joined in April 2019.



Winners of the gold, silver and bronze certificates will have the opportunity to present their products at the Gala of the High-level Meeting in Tourism in Athens (October 2020)





## Important recognition for Balkan tours – Fly Montenegro Travel is the gold winner of the Marco Polo Award

October 24, 2019 / Diplomacy&Commerce / No Comments

At the meeting of senior officials of 17 + 1 countries in Riga, which was also attended by the Minister of Tourism and Culture of China, Mr. Luo Shugang, China-CEE Tourism Cooperation and the Budapest-based Coordination Centre gave away the Marco Polo Award for contribution to tourism.



Winners are offered a 1-year promotion at the communication surfaces and in the partner network of TCC and the 17 CEE countries



## CITM

### China International Travel Mart

---

INTERNATIONAL TRADE FAIR

November 2020

Shanghai, China, PR



Winners will have the opportunity to join CITM Shanghai 2020 free of charge and introduce their product.

For one year, the winners will have the opportunity to wear the label which proves the outstanding quality of their product.



CEEnter

The new shape of Central and Eastern Europe

**Tourism Award Marco Polo 2019**  
with the recommendation of  
**China – CEEC's Tourism Cooperation**



**Thank you for your attention!**

For applications please contact: [tcc@mfa.gov.hu](mailto:tcc@mfa.gov.hu)



CEEnter

The new shape of Central and Eastern Europe