

ITB BERLIN CONVENTION PROGRAM 2020



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The Leading
Travel Industry
Think Tank
CONVENTION

Eric Mencke

Eric Mencke is Regional Director at WeGoEU and joined this innovative and international start-up at the early beginning, at the end of 2017. WeGoEU is a joint venture between The Sunway Group and Royal Dutch KPN and focuses to connect the European travel industry with the ever-growing group of Chinese travellers.

Eric's main focus is to further develop the WeChat Go platform and related (WeChat) services in Europe. With more than 10 years sales experience for large public and private companies as well as for small and innovative startups, he brings vast knowledge about integrating IT-functionalities to create optimal solutions and long-lasting partnerships. Together with our entrepreneurial and strategical partners, he and the WeGoEU team developed various solutions for Chinese travellers exploring Europe. The last months he worked with national and international brands, such as GASSAN Diamonds, The Rijksmuseum, Mont Blanc and Desigual, to enable them to tap into the huge potential of the Chinese market and let their brands seamlessly be discovered by Chinese individual travellers.

Contact data

Eric Mencke
Regional Director
WeGoEU



Event

[How To Engage With Your Chinese Visitors And Achieve The Best Customer Journey](#)

Wednesday, March 4, 2020, 14.00 - 14.30

Hall 6.1, eTravel Stage

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.