



CHINA CROSSROADS

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cordially invite you to:

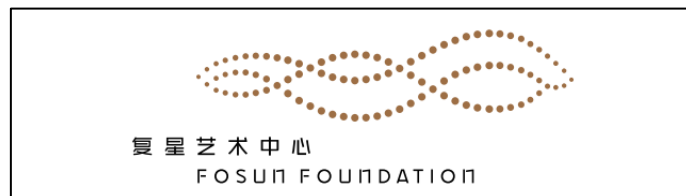
Club Med and How to Cater to China's Burgeoning Tourism Market

Gino Andreetta

CEO of Club Med, Greater China

Monday, May 28th, 2018

19:30pm – 20:45pm



复星艺术中心 / 中山东二路 600 号近枫泾路

600 Zhongshan Dong Er Lu near Fengjing Lu

Admission: 100RMB / one drink

19:15 – Doors Open

19:30 – Lecture

20:15 – Q&A

20:45 – Mixer

Please RSVP to Frank Tsai of China Crossroads at editor@shanghai-review.org.

Club Med is a globally-recognized European leisure brand which increasingly appeals to Chinese consumers. This talk will discuss the history of Club Med, how it is now marketing to Chinese families, and how Fosun's purchase of Club Med will help with its global strategy with a clear focus on China for the future.

[Gino Andretta](#) is CEO of [Club Med](#), Greater China, and has been key to the international management, operations and strategic evolution of the Club Med for more than 30 years. Born in Belgium to Italian-French parents, Gino graduated from the University of Liege, majoring in Finance. Starting from his first position with Club Med in France in 1988, his career at Club Med has included being VP of Operations and Products for North America, the Caribbean and Mexico, where Gino led the repositioning of Club Med in North America as an upscale brand. He has also been a VP of HR at Club Med Headquarters in Lyon, France, where he led the coordination and strategic development across Club Med villages worldwide. He then served as Club Med's General Manager for Italy and Switzerland, focusing on operations and sales, which later expanded to Italy, Turkey, Spain, and Portugal, before coming to Shanghai in 2015 to serve as CEO of Greater China.

[China Crossroads](#) hosts lectures and panels on all topics related to China, including foreign policy, business, and society, as well as those on other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.