

VISEGRAD GROUP COUNTRIES MARKETING PLAN 2011

| Description | Performing party | Planned date |
|--|------------------|-------------------------|
| UNITED STATES | | |
| E-learning promotion USA | CzT | 2011 |
| Roadshow - 3 cities USA/ 1 city Canada | PTO | September/ October 2011 |
| EQ Travel Webinar | CzT | 2011 |
| Promotion materials - roll ups, bags, pens, flash | PTO | 2011 |
| Fam trip | CzT | second half of 2011 |
| RUSSIAN FEDERATION | | |
| Promotional brochure | STB | February 2011 |
| Novosibirsk workshop | STB | 17 February 2011 |
| Kaliningrad workshop | STB | 13 April 2011 |
| Road show: Rostov, Krasnodar, Sochi with gastro show | PTO | 26 - 30 September 2011 |
| Promotion materials - roll ups, bags, pens, flash | PTO | 2011 |
| V4 weekend in Sankt Peterburg | STB | 15 - 16 October 2011 |
| INDIA | | |
| SATTE fair Delhi and Mumbai space | CzT | January/ February 2011 |
| SATTE fair Delhi and Mumbai stand | PTO | January/ February 2011 |
| Fam Trip | PTO | August/ September 2011 |
| Promotion materials - roll ups, bags, pens, flash | PTO | 2011 |
| V4 presentation in Kolkata | PTO | February 2011 |
| CHINA | | |
| COTTM Beijing fair | HNT0 | 13 - 15 April 2011 |
| Promotion materials - roll ups, bags, pens, flash | STB | 2011 |
| BRAZIL | | |
| Press/ Fam trip for 10 participants | CzT | March/ April 2011 |
| Encontro Commercial Braztoa | CzT | 23 - 24 March 2011 |
| Promotion materials - roll ups, bags, pens, flash | CzT | 2011 |
| ETC Workshop Sao Paolo | CzT | October 2011 |
| OTHER | | |
| ITB ASIA Singapore fair | STB | 19 - 21 October 2011 |
| EQ web page and E-learning system | CzT | second half of 2011 |
| Presentation in Tokyo (during JATA) | HNT0 | September |
| ITE + MICE Hong Kong fair and workshop | HNT0 | 9 - 12 June 2011 |
| V4 Promotional movie - partial payment | CzT | 2011 |
| EQ brochure update | PTO | second half of 2011 |
| Flash presentation | PTO | 2011 |
| NEW MARKETS | | |
| V4 presentation in Taipei | STB | June 2011 |

(CzT = Czech Tourist Authority - CzechTourism; HNT0 = Hungarian National Tourist Office;
PTO = Polish Tourist Organization; STB = Slovak Tourist Board)