



Til Økonomiudvalget

06-08-2013

Orientering om indgået aftale mellem Beijing og København

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Baggrund

Beijing og København har i juni 2012 indgået en venskabsbyaftale.

Sagsbehandler
Anders Edstrand

Nærværende notat orienterer om en aftale inden for turismeområdet, der er indgået mellem de to byer i juni 2013.

Baggrund

Venskabsbyaftalen åbner op for at der mellem byerne kan indgås nærmere aftaler, MoUs (Memorandum of Understanding), om bestemte områder nævnt i venskabsbyaftalen.

I efteråret 2012 blev der indgået en MoU inden for bæredygtig byudvikling, og den 19. juni 2013 underskrev Overborgmesteren på Københavns Rådhus en MoU på turisme under et besøg af Beijings viceborgmester Li Shixiang. Aftalen, "Memorandum of Understanding on Tourism Cooperation between the City of Beijing and the City of Copenhagen" er vedlagt.

Formålet med MoU'en er blandt andet at åbne markeder for begge parter på turisme og konferenceområdet. MoU'en kan give parterne adgang til netværk inden for disse områder, og de skønnes af værdi i eksempelvis Wonderful Copenhagens's bestræbelser på at øge antallet af kinesiske overnatninger væsentligt i de kommende år. Wonderful Copenhagen forventer, at aftalen vil understøtte målsætningen om at nå over 440.000 kinesiske overnatninger i 2020.

En stor del af opgaverne under MoU lægger Københavns Kommune ud til Wonderful Copenhagen.

Center for Byudvikling

Rådhuset

MEMORANDUM OF UNDERSTANDING
ON TOURISM COOPERATION
BETWEEN
THE CITY OF BEIJING
AND
THE CITY OF COPENHAGEN

With this Memorandum of Understanding the City of Beijing and the City of Copenhagen, hereinafter referred to as the Parties, aim to further develop and enhance cooperation between the Parties within the field of tourism.

AIMING to strengthen the friendly relations and cooperation between the Parties.

RECOGNIZING that cooperation in the field of tourism involves more than simply increasing the number of mutual visitors and bednights. On account of its socio-cultural and economic dynamics, tourism also contributes to creating jobs, building relations and fostering mutual understanding between people.

SEEKING to establish a common framework for cooperation between the Parties and relevant representatives of the Parties on areas of mutual interest, present and future, within the field of tourism.

AREAS OF COOPERATION

The Parties, in conformity with their internal policies, laws and regulations, shall encourage cooperation within the following areas of mutual interest:

1. *Investment*; The Parties shall endeavor to identify and promote mutual investment opportunities within the tourism industry of each other's cities and facilitate relevant contact between potential investors and investees.

2. *Marketing*; The Parties shall endeavor to facilitate mutual access and visibility in relevant travel trade media, both in digital and printed form. The Parties will seek to share information on new channels and opportunities for destination marketing and promotion of travel products, when relevant.

3. *M.I.C.E (Meetings, Incentives, Conventions and Exhibitions)* ; Recognizing the importance of convention and incentive travel in contributing to growth and development within the tourism industry, the Parties shall endeavor to engage in mutual promotion, information sharing and knowledge exchanges in relation to the cities' respective M.I.C.E industries.

4. *Exchanges*; The Parties, through their designated agencies, shall endeavor to promote exchange visits of public officials and tourism experts to obtain better understanding and knowledge of each other's tourism industry, infrastructure and to ascertain possible areas for further collaboration. In addition, the Parties will exchange information and encourage dialogue and cooperation, when relevant and/or if requested, on the following:

- a. Visitor statistics
- b. Information on current legislation for promotion and/or regulation of tourism activities
- c. Studies and research pertaining to tourism activities
- d. The policy of visa facilitation
- e. The furtherance of airline and airport relations

5. The City of Copenhagen expresses a keen interest in the World Tourism City Federation (WTCF) initiated by Beijing and would like to consider joining it after proper evaluation.

MEANS OF IMPLEMENTATION AND FACILITATION

For purposes of implementation and further elaboration of present Memorandum of Understanding, the Parties will identify and exchange a list of key contacts (executive level) within relevant agencies in each city, representing the areas of cooperation as listed in the Memorandum of Understanding. This list shall be updated when relevant.

A working group on tourism development and cooperation may be established, consisting of representatives of the Parties concerned and meeting upon convenience. Relevant agency representatives can also be invited to participate in special working group sessions, when specific expertise, industry insights and/or experience is required.

The Parties shall furthermore encourage relevant agencies in each city to engage in cooperation on specific areas, supported by the relevant official bodies and representations.

The Parties to this Memorandum may choose to engage in additional efforts to enhance or support the work contemplated by this Memorandum. Such additional efforts, including the term and conditions of such additional work will be separately agreed upon, in writing by the Parties.

This Memorandum shall enter into force upon its signature by the Parties and the Parties shall sign in duplicate in Copenhagen in June 2013 in the Chinese and English languages, with both texts being equally authentic.

This Memorandum is created within the framework of the agreement between the City of Beijing and the City of Copenhagen on the Establishment of Friendship City Relationship dated June 26, 2012. The Memorandum is valid in time within this agreement.

The City of Beijing will appoint Beijing Municipal Commission of Tourism Development (BMCTD) to act on behalf of the City of Beijing in relation to the tasks mentioned in the Memorandum. And the City of Copenhagen will appoint the regional tourism body "Wonderful Copenhagen"(WOCO) to act on behalf of the City of Copenhagen in relation to the tasks mentioned in the Memorandum.

Copenhagen

June 19, 2013

Executive Vice Mayor of
Beijing

The People's Republic of
China

LI Shixiang

Lord Mayor of Copenhagen

Denmark

Frank Jensen

北京市与哥本哈根市旅游合作备忘录

北京市与哥本哈根市（以下简称“双方”）为进一步推动并加强在旅游领域的合作，同意签署《旅游合作备忘录》。

鉴于《旅游合作备忘录》的签署将有利于加强双方之间的友好关系与合作，

鉴于双方均认为旅游合作不仅仅是游客数量的增加，旅游产业的发展还将有利于推动社会文化交流和经济发展、增加就业并增进双方人民之间的相互了解与友谊，

鉴于双方及其相关执行部门将在着眼于目前和未来共同利益的基础上，寻求建立旅游合作框架，

双方就以下内容达成一致：

合作领域

根据双方各自的政策、法律和法规，双方应鼓励在以下方面开展合作：

1. 投资：双方应努力寻求在对方城市旅游业的投资机会，并促进潜在投资者和投资对象之间的联系。

2. 市场营销：双方应努力实现市场营销信息的共享，包括旅游刊物（电子刊物和纸质刊物）、旅游目的地和旅游产品的推广渠道和机会。

3.会议、奖励旅游和展会（M.I.C.E.）：鉴于会议、奖励旅游和展会在促进旅游业成长与发展方面的重要性，双方应努力促进彼此会议、奖励旅游和展会行业的发展，加强信息共享和知识交流。

4.交流：双方应通过指定执行部门促进双方官员和旅游行业专家的互访，以便更好地了解对方旅游产业和基础设施，并确定进一步合作的潜在领域。此外，双方还应适时或应对方要求，就以下问题加强交流与合作：

（1）关于游客统计数据

（2）关于当前旅游活动规定和/或关于推广旅游的立法信息

（3）关于旅游活动的调查与研究

（4）关于签证便利化的政策

（5）关于航空公司与机场关系的推进情况

5.哥本哈根市对北京市发起成立的世界旅游城市联合会表示出浓厚兴趣，愿意积极评估后，考虑加入这一组织。

执行和促进方式

为了落实并进一步阐释本《旅游合作备忘录》，双方将确定并交换执行部门的联系人名单（领导层），并适时更新名单。

双方可建立一个旅游发展与合作工作组。该工作组由双方代表组成，并适时会面。若需就专业知识、行业经验等进行交流，也可邀请双方相关部门或机构代表参加工作组会议。

此外，在各自官方和执行部门的支持下，双方应鼓励相关机构在特定领域加强合作。

为推动落实《旅游合作备忘录》中涉及的内容，双方可做出更多的努力，并就此以书面形式另行达成一致。

本《旅游合作备忘录》由双方签字后生效。双方将于2013年6月份在哥本哈根以中、英文两种语言签署《旅游合作备忘录》，一式两份。两种语言文本具有同等效力。本《旅游合作备忘录》在北京市和哥本哈根市于2012年6月26日建立友好城市关系的框架协议下签署，与友城协议的有效期限一致。

北京市将指定北京市旅游发展委员会 (BMCTD) 代表北京市执行《旅游合作备忘录》中涉及的工作任务。哥本哈根市将指定地区旅游机构“美丽的哥本哈根” (WOCO) 代表哥本哈根城市执行《旅游合作备忘录》中涉及的工作任务。

哥本哈根

2013 年 6 月 19 日

北京市常务副市长

哥本哈根市市长

中华人民共和国

丹麦

李士祥

弗兰克·延森