



EUROPEAN COMMISSION

Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs

Innovation and Advanced Manufacturing
Tourism, Emerging and Creative Industries

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DG GROW F.4

Selection of actions in the framework of the 2018 EU-China Tourism Year

1. BACKGROUND

In July 2016 the President of the European Commission, Jean-Claude Juncker, and the Chinese Prime Minister, Li Keqiang, decided that 2018 will be the EU-China Tourism Year.

The objectives of the 2018 EU-China Tourism Year (ECTY) are the following:

- increasing visitors' flows in the EU and China
- boost investment in tourism
- stimulate people-to-people dialogue and mutual understanding.

The ECTY dedicated website can be found here: <https://ecty2018.org/>

The European Commission and CNTA (China National Tourism Administration, to be replaced by the "Ministry of Culture and Tourism") are responsible for the organisation of the ECTY. The European Commission is cooperating with CNTA on a number of joint EU-China events.

2. OBJECTIVE OF THE SELECTION

The European Commission is interested in actions/events organised by tourism-related organisations with a European dimension and which underpin the ECTY objectives mentioned above. The Commission (DG GROW) is considering the possibility of providing limited and targeted support for the organisation of a number of relevant European add-value actions/events (maximum 10), if appropriate.

3. POSSIBLE SUPPORT

The possible support that the European Commission is considering providing would be limited to covering part of the costs relating to organisational aspects of selected actions/events (e.g. speakers' travel and/or accommodation, catering, interpretation, extra promotion boost of the action through dedicated channels). Any type of support, if appropriate, could normally not exceed €30.000 per selected action/event and would be provided according to the Commission rules through a service provider in the context of one of the Commission's and its Executive Agencies' Framework Contracts.

In addition, the actions/events could be authorised to use the ECTY logo and be given visibility on the ECTY website.

4. ELIGIBLE ACTIONS

For the purpose of the current selection, actions/events of European dimension contributing to the objectives of ECTY mentioned in section 2 above can be considered as eligible. Eligible actions could include actual or virtual events (e.g. workshop, seminar, conference, exhibitions, competitions, events organised with the involvement of local communities, in particular youth). These actions cannot pursue direct commercial purposes. The interested organisation should outline their concept for an action and should demonstrate how they intend to involve relevant stakeholders and experts.

With regard to the location of the events, they should take place in

- the EU Member States or
- China.

5. ELIGIBLE ORGANISATIONS

For the purpose of the current selection, eligible organisations include legal entities such as EU professional associations, universities, non-profit/non-commercial organisations, NGOs, National Tourism Organisations and Destination Managing Organisations, public authorities. Physical persons are not eligible. In case of professional or non-commercial organisations, they should have a European dimension or membership, representing at least 14 EU Member States.

With regard to geographical eligibility, eligible legal entities should be established in any EU Member State or countries participating in the Programme for the Competitiveness of Enterprises and SMEs (COSME) under Article 6 of the COSME Regulation.¹

The organisation has to appoint one of its (staff) members as a single contact point for the service provider.

6. HOW TO PARTICIPATE

Interested organisations are requested to submit a short concept note (maximum 5 pages - no application form provided) that should describe the following aspects:

- The rationale and objectives of the chosen action which must demonstrate a clear EU-China focus.
- The targeted audience.
- The European dimension of the action – e.g. priority will be given to actions attracting not only local audience but aim at cross-national participation.

¹ Participation of third countries in the COSME Programme
<http://ec.europa.eu/DocsRoom/documents/27019>

- An outline of the action. Where applicable, the outline should contain concrete information on the following:
 - Location (place) and timing of the action.
 - Programme and experts to be invited as speakers.
 - Targeted number and profiles of participants.
 - Services to be covered by the EU through its service provider (e.g. catering, interpretation, speakers' travel costs ...) together with a budget estimate².
 - Other EU financial support requested or awarded to the proposed action.

The concept note should be sent by electronic mail to **EU-China-Tourism-Year@ec.europa.eu** and addressed to the DG GROW, Unit F4 Tourism, Emerging and Creative Industries.

7. SELECTION OF THE ACTIONS TO BE POSSIBLY CONSIDERED FOR SUPPORT

Each concept note will be assessed in terms of its relevance with ECTY objectives (1/3), its clarity and quality (1/3), and its European dimension and expected impact (1/3).

Priority will be given to actions with the strongest impact on boosting cooperation and business opportunities for European tourism stakeholders, in particular SMEs.

Selected actions will be required to use the logo of the EU-China Tourism Year as well as to acknowledge the support of the European Commission in all communication material.

8. TIME TABLE

There are two deadlines for submission of a concept note:

- 15 May 2018 for actions to be organised between August and December 2018, respectively,
- 15 June 2018 for actions to be organised between October and December 2018.

The European Commission will inform selected applicants in writing by end May and June, respectively.

The current selection of actions is of informal nature and does not commit the European Commission in any sense. The selection of actions for possible limited and targeted support will be done on basis of the eligibility criteria presented above for the purpose of the current selection and within the limits of the available budget.

² A Budgetary Template is provided for the purpose of the current selection in Annex.