



# CEEnter

The new shape of Central and Eastern Europe

**Marco Polo Award**

**Initiated by China – CEE Tourism Cooperation**

# Marco Polo Award

- China-CEE Tourism Cooperation and its Coordination Centre in Budapest (TCC) sets the award
- „for the creation of the best CEE joint tourism product”, yearly, from 2019
- gold, silver and bronze
- any CEE-located or China-located private tourism stakeholder can apply

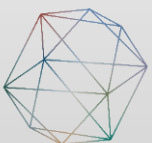


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# Aim of the award, expected product characteristics

- encourage the renewal of regional offer, face-lift the existing regional offer
- support promotion of „best joint CEE product”, further deepen cooperation
- „best joint CEE product” – based on the history, traditions and culture of CEE region or targets a special interest (creative and authentic)
- innovative, measurable and sustainable



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# Application criteria

- any CEE-based or China-based private business stakeholder
- product available in minimum 3 CEE countries
- product has been introduced in the market (minimum 1-year)
- meets all application criteria (see Guidelines)
- English application arrives at TCC ([tcc@mfa.gov.hu](mailto:tcc@mfa.gov.hu)) until deadline
- no application fee, no financial reward MP is a prestige award



# Dates and deadlines 2019

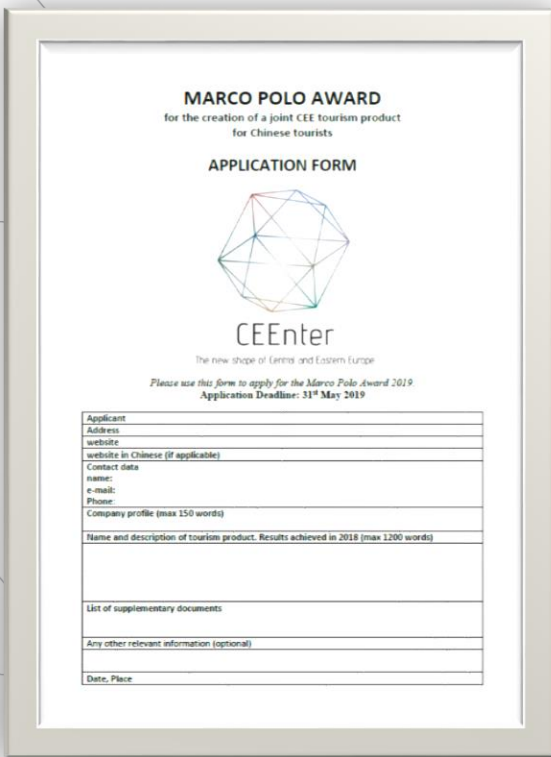
- application period: **March 1<sup>st</sup> to May 31<sup>st</sup>**
- evaluation period: **June 1<sup>st</sup> 2019 – July 31<sup>st</sup>**
- notification of winners: **by 9<sup>th</sup> September**
- award winning ceremony in Riga: **22<sup>nd</sup> to 24<sup>th</sup> October**
- yearly promotional campaign: **October 2019 to October 2020**



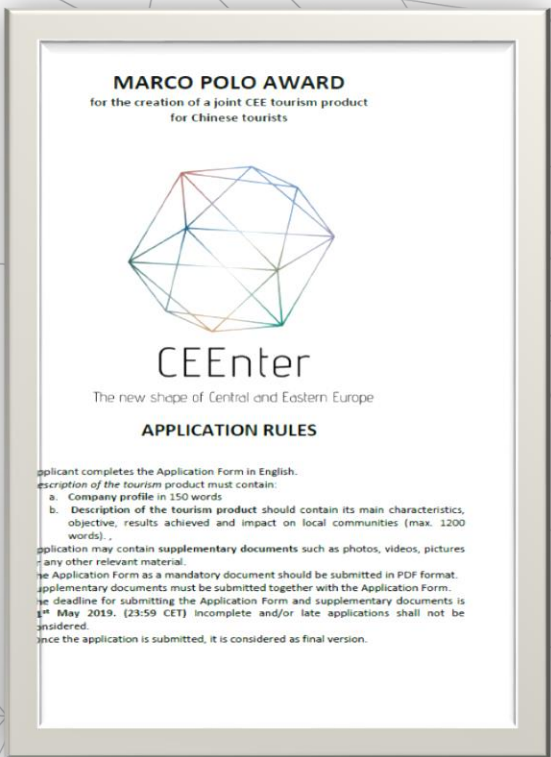
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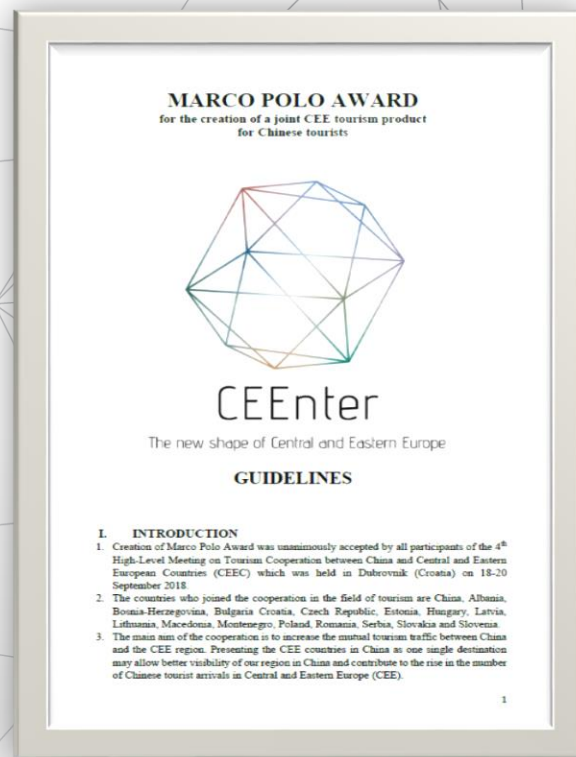
# How to apply for the Award in the Czech Republic



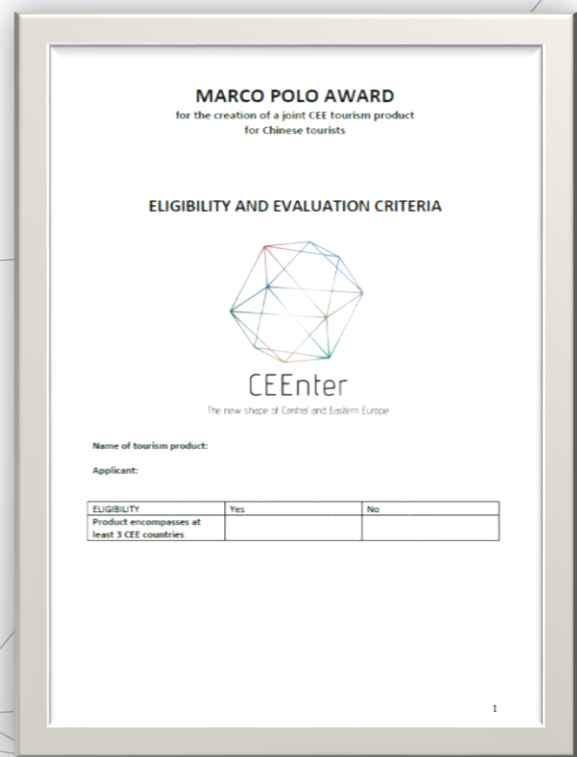
application form



application rules



application guidelines



eligibility and evaluation criteria



website:  
e-mail: [tcc@mfa.gov.hu](mailto:tcc@mfa.gov.hu)

# Mutual benefits

- product presentation at Ministerial Meeting in Riga (October 22<sup>nd</sup> to 24<sup>th</sup> 2019) – publicity
- 1-year promotion in the communication channels and partner network of TCC and the 16 CEE countries
- wear the label „*Marco Polo Award, with the recommendation of China-CEEC's Tourism Cooperation*”
- gold medalist has the opportunity to join CITM Shanghai 2019 on the invitation of CNTO Budapest



*Thank you for your attention!*

contact at TCC: [zsuzsanna.vincze@mfa.gov.hu](mailto:zsuzsanna.vincze@mfa.gov.hu)

contact in the Czech Republic: [hana.muselikova@mmr.cz](mailto:hana.muselikova@mmr.cz)



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