

A CHINESE JOURNEY

24th November, Dubai

Simone Horn

Sales Operations & Development Manager
Global Travel Retail
Imperial Tobacco Group PLC

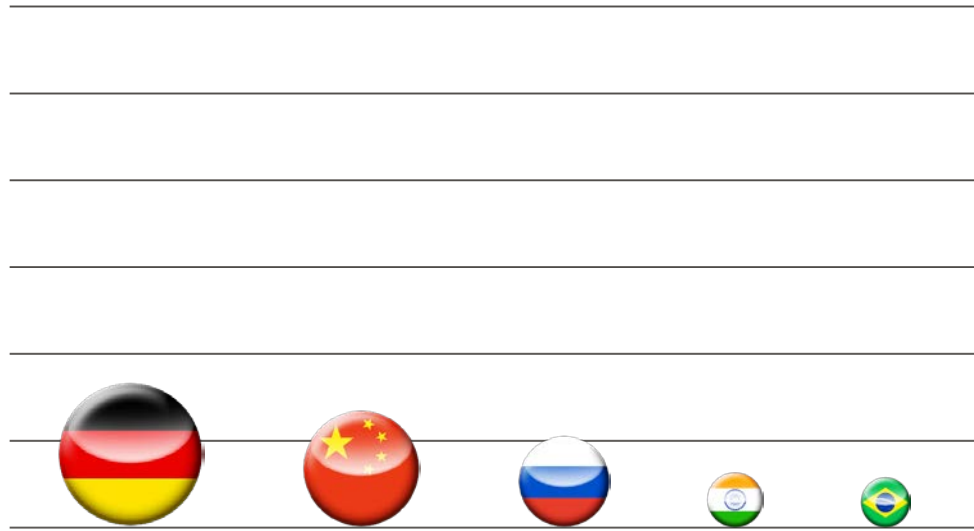
Imperial Tobacco plc.



China – a continent

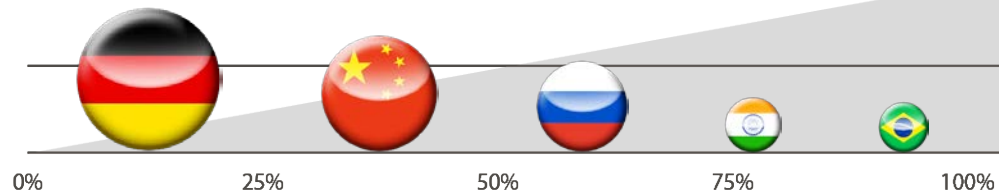


China in travel – big



Source: Oxford Economics

China in travel – big, bigger, biggest



FORECAST 2020: DEVELOPMENT TRAVEL IN %

Source: Oxford Economics

Travel behaviour

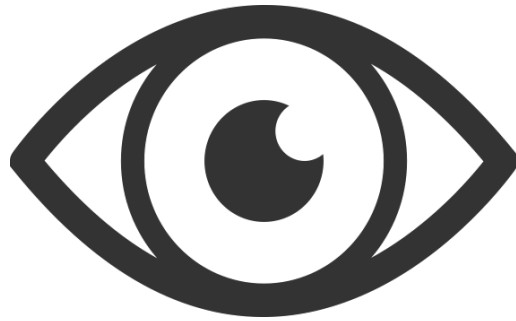


Stories and legends

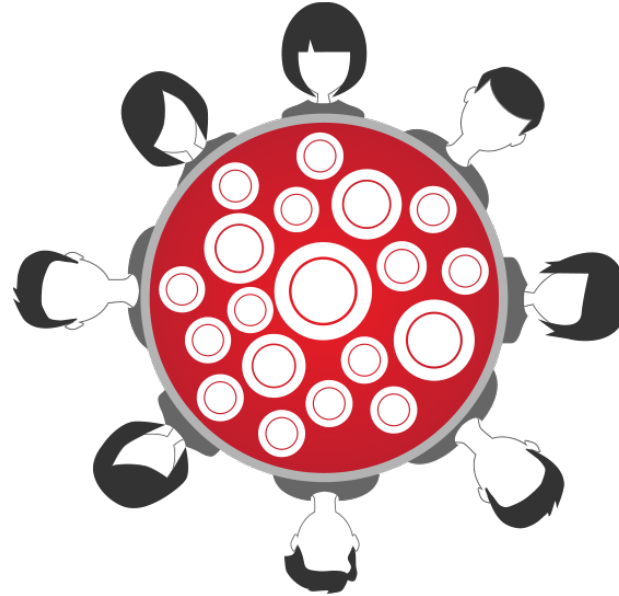
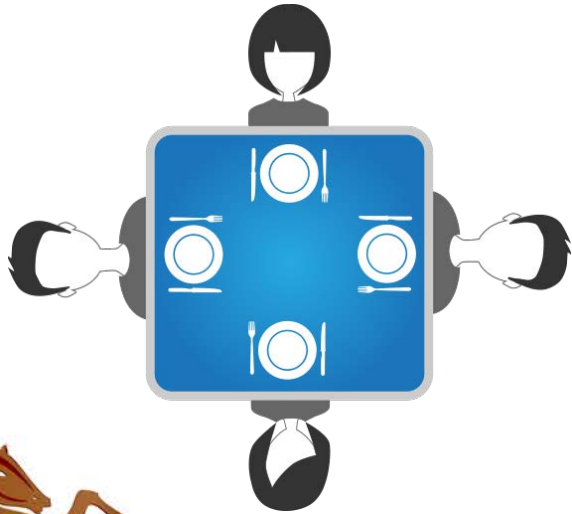


The German Fairytale Road

For me – for others



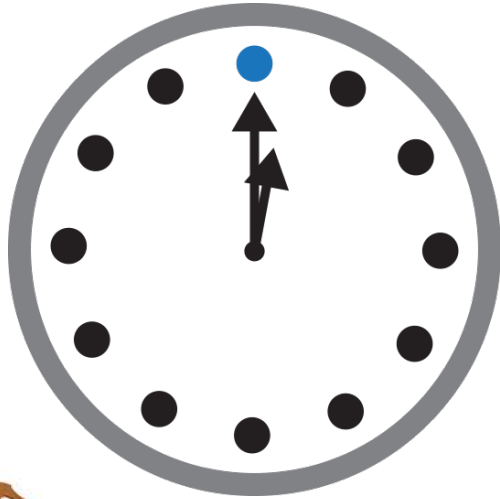
My plate – our plates



Self-treat – ‘please’ others



'Our timings' – Chinese time



Chinese New Year



金龙迎春
Chinese New Year 2012
Limited Edition

Davidoff
CIGARETTES



A CELEBRATION OF
RICH TRADITION

LIMITED
EDITION

Davidoff
CIGARETTES

Don't try to be Chinese – be premium



THANK YOU

Simone Horn

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