

OECD Global Conference on Enhancing the Role of SMEs in Global Value Chains

Session 4 : Tourism



Presented by
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Summary of topics presented

- Brief introduction of Kuoni Travel (Japan) Ltd (establishment, activities, set-up)
- Our regular clients (approx. 500 travel agencies, 95% of which are SMEs for a turnover of 20% of the total)
- Kuoni's approach toward the SMEs (localized, humble, specialized)
- Kuoni's benefits of working with SMEs (segmentation, fidelity, image in Japan and in Europe)
- SME's benefits of working with a large company like Kuoni (network, purchasing power, security, image, quality)



KUONI DESTINATION
MANAGEMENT

Wrap-up and Q.A.