

MEMORANDUM OF UNDERSTANDING

PURPOSE

This MOU, signed on 26 July 2007, has been entered into by the New Zealand Maori Tourism Society Incorporated (NZMTS) situated in New Zealand and the Chongqing Tourism Association (CQTA) situated in the Chongqing Municipality, People's Republic of China.

The purpose of the MOU is to foster the development of a positive, long-term relationship between New Zealand and China by promoting tourism between the two countries.

THE PARTNERS

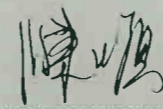
NZMTS is the national Maori tourism organisation which provides a mutually supportive network for the development of best practice by member Maori Regional Tourism Organisations, to enable business growth and prosperity for Maori in tourism.

CQTA is the representative of the Chongqing tourism operators. Its main mission is to protect the tourism enterprise's interests, set guidelines and standards for the tourism market, and promote Chongqing tourism development through its extensive networks in China and overseas.


PARTNERSHIP GOALS

NZMTS and CQTA intend to work together:

1. to enable potential Chongqing visitors to understand the opportunities for experiencing New Zealand's natural scenery and the culture of the Maori people;
2. to assist Maori tourism operators understand the needs of Chongqing visitor market segments and the development of cultural products and services accordingly;
3. to promote the tourism resources of Chongqing to New Zealanders, and to provide feedback on the development of the Chongqing tourism industry;
4. to assist CQTA understand the needs of New Zealand visitor market segments and the development of cultural products and services accordingly;
5. to regularly exchange visits and views on the tourism development of the two countries.

 07.7.26.

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Deputy Chair of CQTA



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Chair of NZMTS

26/07/07.

Witnessed by:



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Hon. Dover Samuels
NZ Associate Minister of Tourism