

## Cendyn Garners 'Outstanding Public And Private Partnership' Award At 2nd World Tourism Marketing Summit In Beijing

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Cendyn, a full-service interactive marketing company, received the 'Outstanding Public and Private Partnership' award at the 2nd World Tourism Marketing Summit in Beijing, China.

Presented at the awards ceremony of the 2nd World Tourism Marketing Summit at the prestigious 'The Great Hall of the People', Charles Deyo, Cendyn Founder & CEO commented, 'We are honored to receive this award in recognition of our work with the Global Headquarters of the World Trade University in staging this World Tourism Marketing Summit to promote the essential role of tourism providing individuals to experience and understand, first-hand, other people and cultures. This understanding can lead to enlightenment which is essential for planetary harmony.'

The 2nd World Tourism Marketing Summit, October 28-30, 2007, Beijing, China, was hosted by the Beijing Tourism Administration of the People's Republic of China. The President of the United Republic of Tanzania was the Honorary Global Chair, Multilateral Investment Fund (IDB, USA) the Lead Global Partner and the Government of Bermuda was the Summit Strategic Global Partner, where the Deputy Secretary General of the UN World Trade Organization sent special message for the Opening of the Summit. Over 300 highly select travel and tourism experts took part at the Summit representing 37 countries.

'The Power of Marketing', the theme of the 2nd World Tourism Marketing Summit, [www.worldtourismsummit.com](http://www.worldtourismsummit.com), provided a unique forum for senior executives and government leaders in tourism to network, share ideas and best practices, and develop strategies to enhance international cooperation, with special emphasis on China. China's emergence as a global tourism partner is growing at an explosive rate for both inbound and outbound traffic. The country hosted a record 124 million travelers in 2006 and the number of Chinese tourists traveling to foreign shores will swell to more than 100 million by 2020.

Sujit Chowdhury, Secretary General of the 2nd World Marketing Summit, announced, 'The appearance of China as a leading tourism market only serves as a reminder of the importance of effective marketing at the global level. Cendyn, in demonstrating its support of the World Trade University (WTU) Global Secretariat and its Global Partners in staging the 2nd World Tourism Marketing Summit, has ably demonstrated its unique commitment and command of interactive marketing within international tourism and is a most deserving recipient of this years 'Outstanding Public and Private Partnership' Award.

The World Trade University (WTU) Global Secretariat was officially launched at the Third United Nations Conference on Least Developed Countries, hosted by the European Union, Brussels in May 2001. WTU Global Secretariat is a coordinating body of the World Trade University initiatives worldwide. The organization's activities include: research on trade issues both globally and locally, research on educational needs of global and local business communities, design, organization and delivery of learning programs with the cooperation of its partners, organizing global platform events, including the World Trade Forum and related sub-initiatives (WSYE, WTMS, WSIE, WTFF), providing applied opportunities to aspiring entrepreneurs and young leaders from entry and mid-career backgrounds, developing and managing programs, and delivering trade promotion services.

### **About Cendyn - [www.cendyn.com](http://www.cendyn.com)**

Cendyn is a full-service interactive marketing firm established in 1996 and the winner of numerous industry awards for its design, innovation and marketing efforts. Cendyn is the parent company of MAD-Marketing.

Specializing in turnkey solutions for the travel and hospitality industry, the innovative products of this Boca Raton, Florida USA -based company are in use by more than 6,000 hotels and travel destinations worldwide. Cendyn provides highly personalized customer service and its comprehensive range of services include website marketing, website design, branding, search engine marketing, along with many other interactive products such as eProposal(TM), eConcierge(TM), eSurvey(TM), eInsight(TM), eContact(TM), eConnectivity(TM), eBooker(TM), eMenus(TM) eMail/Direct Mail(TM) and eVisibility(TM) among others. For a complete list of products and services, please visit their website [www.cendyn.com](http://www.cendyn.com). Let Cendyn show you how far an idea can go!

For more information about Cendyn, contact Robin Deyo, Executive Vice President by email [rdeyo@cendyn.com](mailto:rdeyo@cendyn.com) or phone 561.314.3212.

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