

# Anders Ellemann Kristensen

GM in China for Albatros Travel  
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## Summary

I have 10 years working experience in the tourist business with focus on Asian destinations. I have been tour manager, guide, sales manager and general manager for different Scandinavian based travel agencies in China, India and Nepal.

I am now General Manager of Beijing Albatros Travel Service Co., Ltd which is a Wholly Foreign Owned Travel Agency (WOFTA) owned and run by Albatros Travel and The Danish State Industrialisation Fund for Developing Countries (IFU). I refer to a board of Directors and a Danish based International Director.

I have established, registered and created the travel from nothing over the course of 3 years.

Albatros Travel has been sending clients to China for almost 30 years and has together with Comfort Travel created one of the largest adventure events in China: The Great Wall Marathon at Huangyaguan.

The company also focuses on creating a stronger brand profile in the Chinese outbound travel market by working B2B within the Chinese tourist industry.

## Specialties

Tourism, Education, Management, Sales

## Experience

**General Manager Albatros Travel (Beijing) ltd. at Albatros Travel**  
June 2011 - Present (1 year 10 months)

After June 2012 focused on:

- Participating in daily operations of Beijing Albatros Travel Service Ltd.,Co
- Sales and Marketing B2B / B2C worldwide.
- Inbound and DMC operations in Mainland.
- Fine tuning existing products.
- Applying for outbound licens with CNTA.
- Implementing and updating travel software

Until June 2012 focused on:

- Registration of a Wholly Foreign Owned Travel Agency
- Recruitment of staff
- Creating an inbound website
- Formulating an inbound and outbound marketing plan
- Creation and execution of travel products
- Integrating web based travel software

### **Project Manager in China at Albatros Travel**

July 2010 - June 2011 (1 year)

My work consists of

- Setting up a sales system based on Chinese partners.
- Creating the right product and the right price for the Chinese market.
- Marketing our travel products and working with marketing partners.
- Locating and analyzing market segments.
- Ongoing negotiations with Chinese partners.

### **Guide/Tour management at different companies**

October 2003 - June 2010 (6 years 9 months)

I worked with Albatros Travel, Marco Polo Travel (a TUI owned company), Kipling Travel. Work consisted of product production, procurement of travel services in India, Nepal, Japan, Korea and China.

### **Management. Olympic Games at The Danish Broadcasting Corporation (DR1)**

July 2008 - September 2008 (3 months)

My work consisted of

- Logistical management of around 70 reporters from DR
- On site negotiations with local suppliers of media services
- Procurement of items needed during the Olympics
- Administrative work before, during and after the Olympics related to the Chinese Embassy in Copenhagen, BOC and DR. Work involved filling for the correct approvals and communicating with different departments on Olympic Q&As.

### **Intern at Danish Embassy Beijing**

August 2006 - January 2007 (6 months)

I was the first ever intern in the Consular and Visa department. I worked with creating a new control system for visa applicants. I background checked Chinese companies and individuals going to Denmark. I did field trip for the Ministry of Foreign Affairs and the Ministry of Refugees, Immigration and Integration Affairs. Field trips included Shandong, Qingdao, Tibet, Lhasa and Shigaze, Liaoning, Shenyang.

**International Project Coordinator / TAP ansat at Aarhus University**

January 2006 - July 2006 (7 months)

<http://www.au.dk/dcimfudan>. In Danish

## Publications

**Chinese Social Media and Travelling: An Inquiry into the Use of Chinese Social Media in Relation to Selling and Promoting High-end Travel Products**

COTRI Yearbook 2012 November 1, 2012

Authors: Anders Ellemann Kristensen

## Skills & Expertise

**Tourism**

**Chinese**

**English**

**Marketing Strategy**

**Event Management**

**Public Relations**

**Customer Relations**

**Social Media**

**Mandarin**

Member of The European Union Chamber of Commerce´s Forum on Tourism.

## Languages

**English** (Native or bilingual proficiency)

**Chinese** (Full professional proficiency)

**Danish** (Native or bilingual proficiency)

**German** (Professional working proficiency)

## Education

### **Aarhus University**

M.A, Chinese, 2002 - 2010

Activities and Societies: 1 year exchange program to Shandong Shifan Daxue in Jinan 2003 to 2004. Student counselor at East Asian Institute 2004 to 2005.

### **Aarhus School of Business**

Graduate Certificate in Business Administration (HD 1. del), Economics, 2006 - 2008

### **University of Southern Denmark**

Core course, Philosophy, 1999 - 2002

Activities and Societies: 6 months stay at Albert-Ludwigs-Universität Freiburg attending Günter Figals classes

### **Silkeborg Gymnasium**

High School degree, 1995 – 1998

Dear DCCC;

I, Anders Ellemann Kristensen, would like to serve as a member of the board for 2015 in order to support the Danish Business community in China. I have an extensive knowledge of the business environment that small and medium sized enterprises operate in here in China. I hope to bring perspectives from the service industry into the chamber. Having registered and set up a company here in China I believe myself able to interact with public institutions with regards to commenting on policy changes needed to create a better business environment for Danish companies in China.

I am willing to serve the board if nominated and elected.

With Best Regards

Anders Ellemann Kristensen

General Manager

Beijing Albatros Travel.