

Get discovered by
China in your town

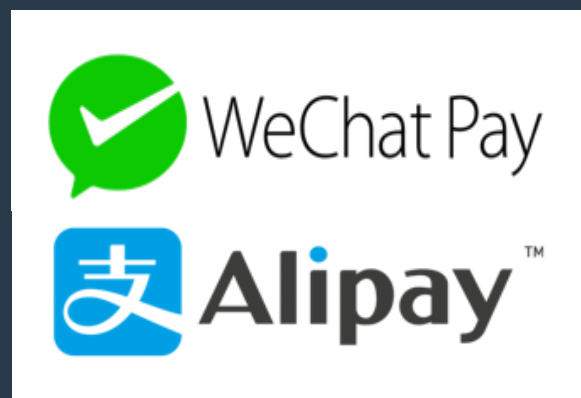
&

Retail, food, Activities in the City

330.000 Chinese tourist in Bcn - 200.000 K Tourist



WeChat is much more than a messaging app, it's a complete ecosystem.



MOMENTS

MINI
PROGRAMS

WECHAT
PAY

GAMES

RED
PACKET

QR
CODE

1,1 billion active users

90 minutes per day

800 million active
WeChat Pay users

1 million mini programs

WeGo 

Social

- Chat
- Groups
- Moments
- Gift Cards
-

Content

- Official Accounts
- Top Stories
- Tencent News
-

Games

- Mini Program Games
- Tencent Game Center
- WeChat H5 Games
-



Services

- Medical: Book、Consult、 ...
- Insurance: Inquire、 ...
- Motor: ETC、 Parking、 ...
- Govt: Tax、 Services、 ...
- Transport: DiDi、 Mobike、 Metro
-

Shopping

- WeChat Mini Program Stores
- Scan and Go
- JD Shopping
- Mogujie
- Food delivery
- Movies
-

Video

- Top Stories
- QQ Video
- Official Accounts
-

PARIS
NICE
BARCELONA
GIRONA
MADRID
FLORENCE
MILAN
ROME
AMSTERDAM
LONDON
EDINBURGH
BERLIN
MUNICH
PRAGUE
OSLO



WeChat Go Europe

WeChat Go Europe is a complete tool for travelers, providing them not only with entertainment, dining and retail but also the locations of important municipalities, travel information and more.

Our goal is to be a hassle-free solution for both tourists and you the merchant

We help you to create brand awareness amongst Chinese travelers, boosting both your local and global standing. By creating a direct way of talking with Chinese tourists during their journey.

WeChat Moments advertisement



Mini Programs

PARIS
NICE
BARCELONA
MADRID
FLORENCE
MILAN
ROME
AMSTERDAM
UTRECHT
THE HAGUE
LONDON
EDINBURGH
BERLIN
MUNICH
VENICE
PRAGUE



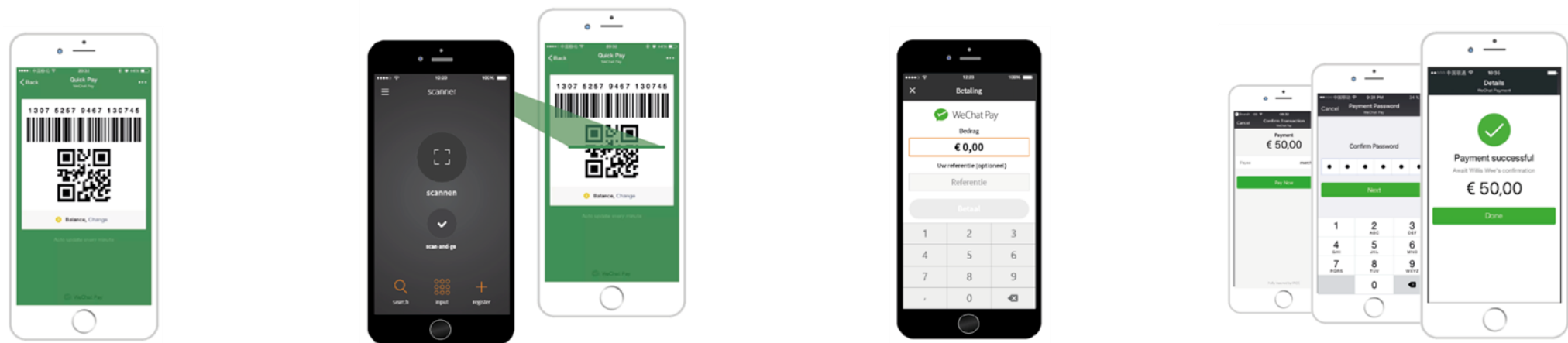
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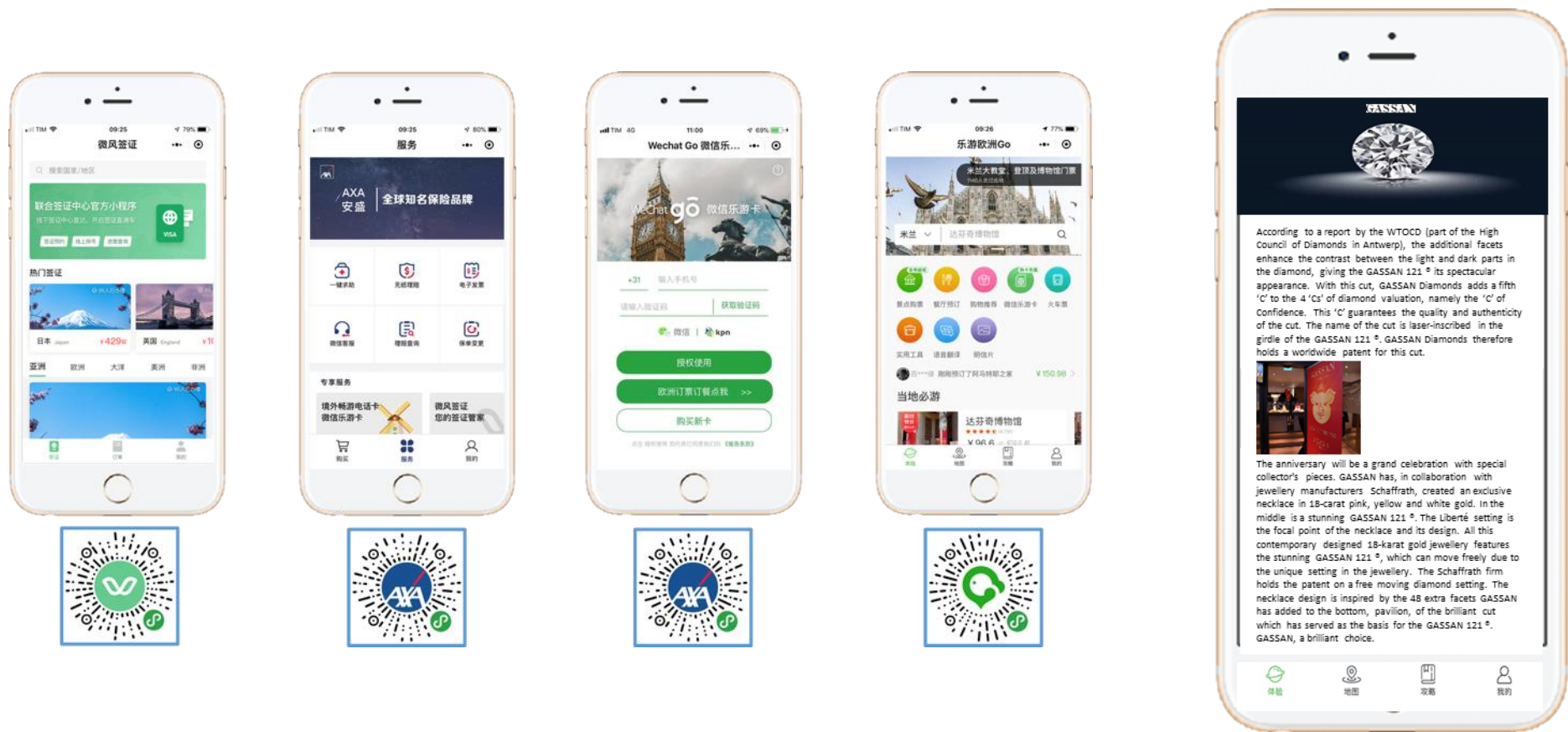
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WeChat Pay & Alipay



Cover the full customer journey

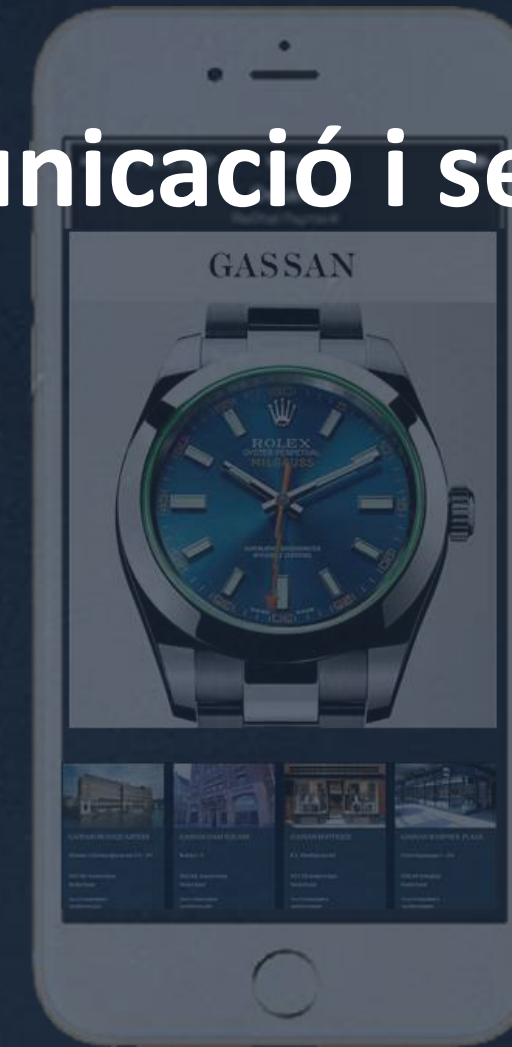
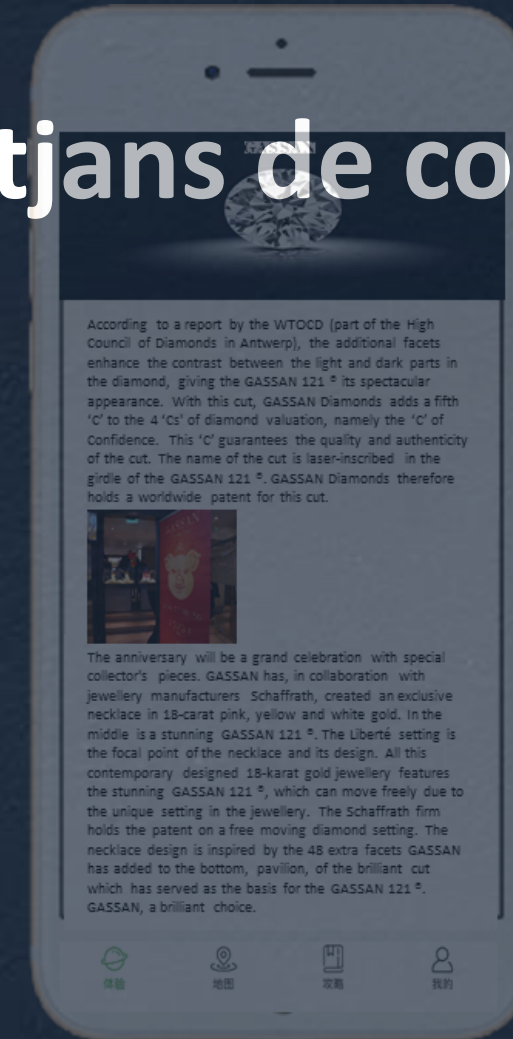
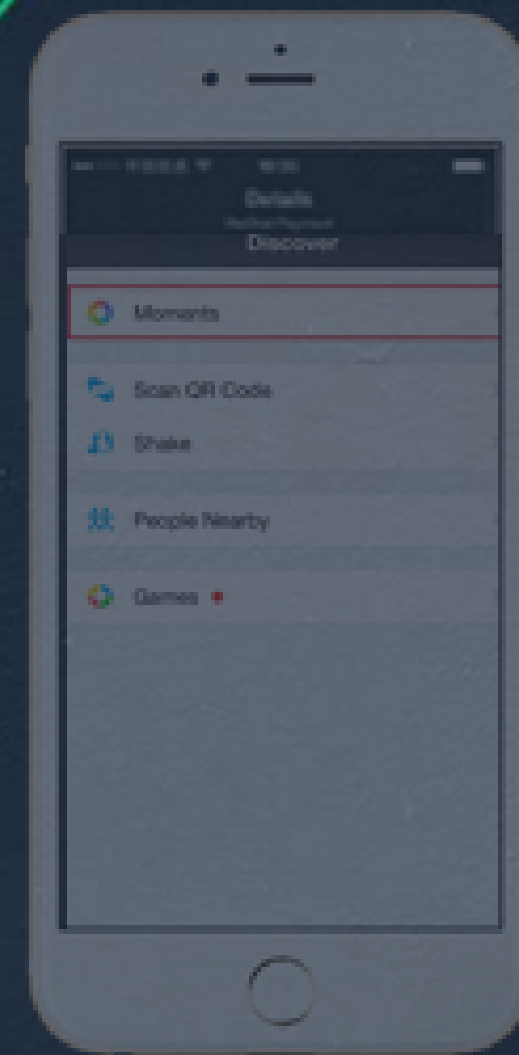


Cluster

Promoció i contactes

Agents i distribuïdors

Mitjans de comunicació i segell qualitat



Moltes gràcies !

Juanjo Villalobos

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WeGo 