



ValueTourismo®

Tourism Product Marketing

Thoughts on our services

Athens

Hong Kong

Ningbo

Our brand marketing in Greece

Our **branding thoughts** follow a strict customer-oriented path throughout your value chain.

We choose the best-fit branding strategies for your offerings and apply the most appropriate marketing tactics to increase value and form those offerings into **branded** products.

In other words, we can build and communicate your brand with great efficiency in the Greek market



Our brand marketing in China

Our **branding thoughts** follow a strict customer-oriented path throughout your international market.

We have segmented the Chinese market and we can clarify your potential target consumers. We cooperate with Chinese marketing specialists and we can put your value offerings to the right distribution channel. The proper market “arena”.

In other words, we know Chinese market like a professional Chinese company .



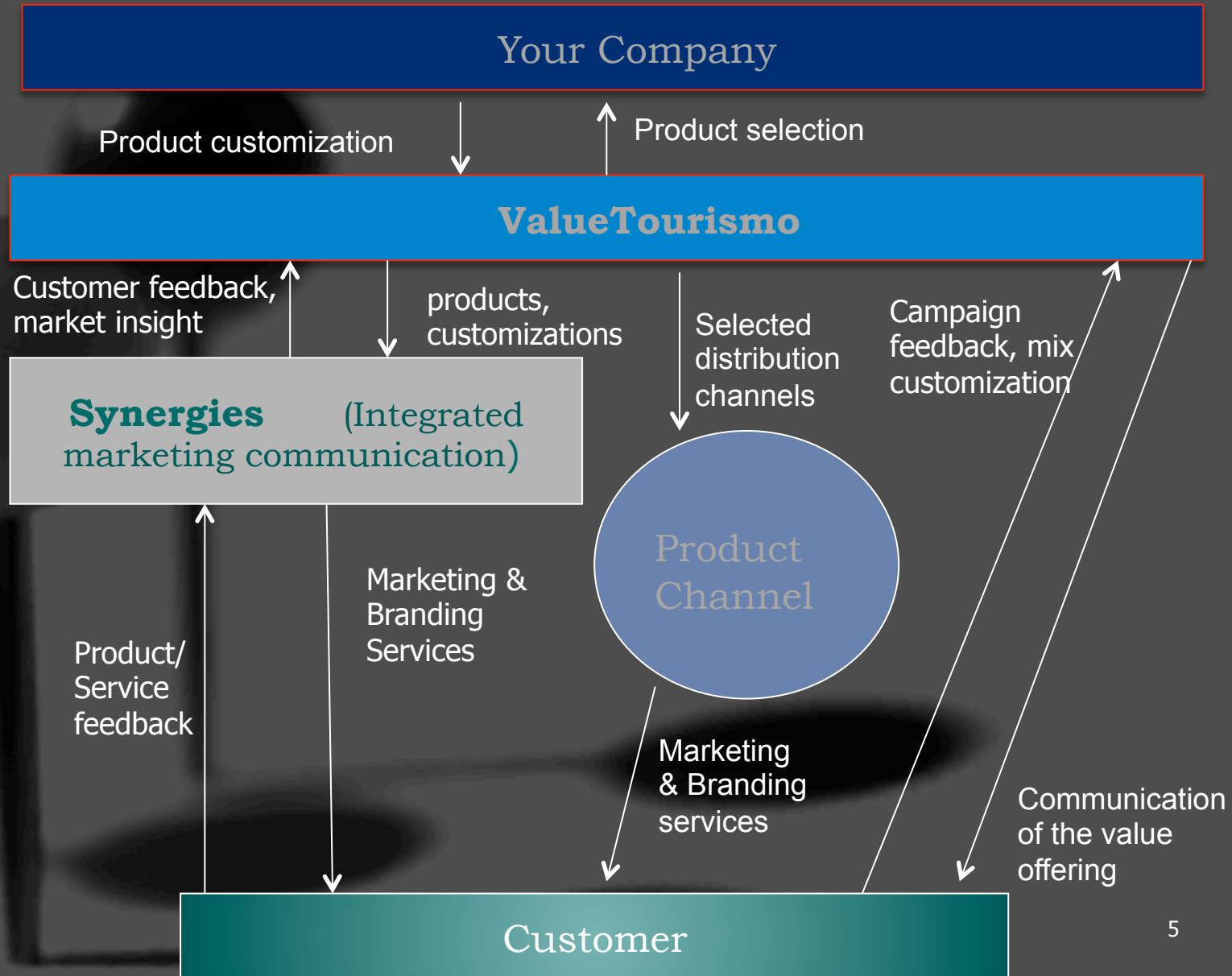
Who is ValueTourismo?

ValueTourismo is a high-end tourism consulting provider in the fields of marketing and branding. In a modern market of competitive businesses and intelligent consumers, ValueTourismo is converting your core offerings (products / services) into brands.

ValueTourismo's mission is the embodiment of the desired customers' goodwill into your product throughout its life cycle.

ValueTourismo visions a future market of the most socially accepted brand equities.

Business model



ValueTourismo's Thoughts

Thoughts on
Strategy
and planning

Thoughts on
Brand
Consulting

Thoughts on
Digital

Thoughts on
Communication

Thoughts on
Brand research

Thoughts on
Design

Strategic Partners

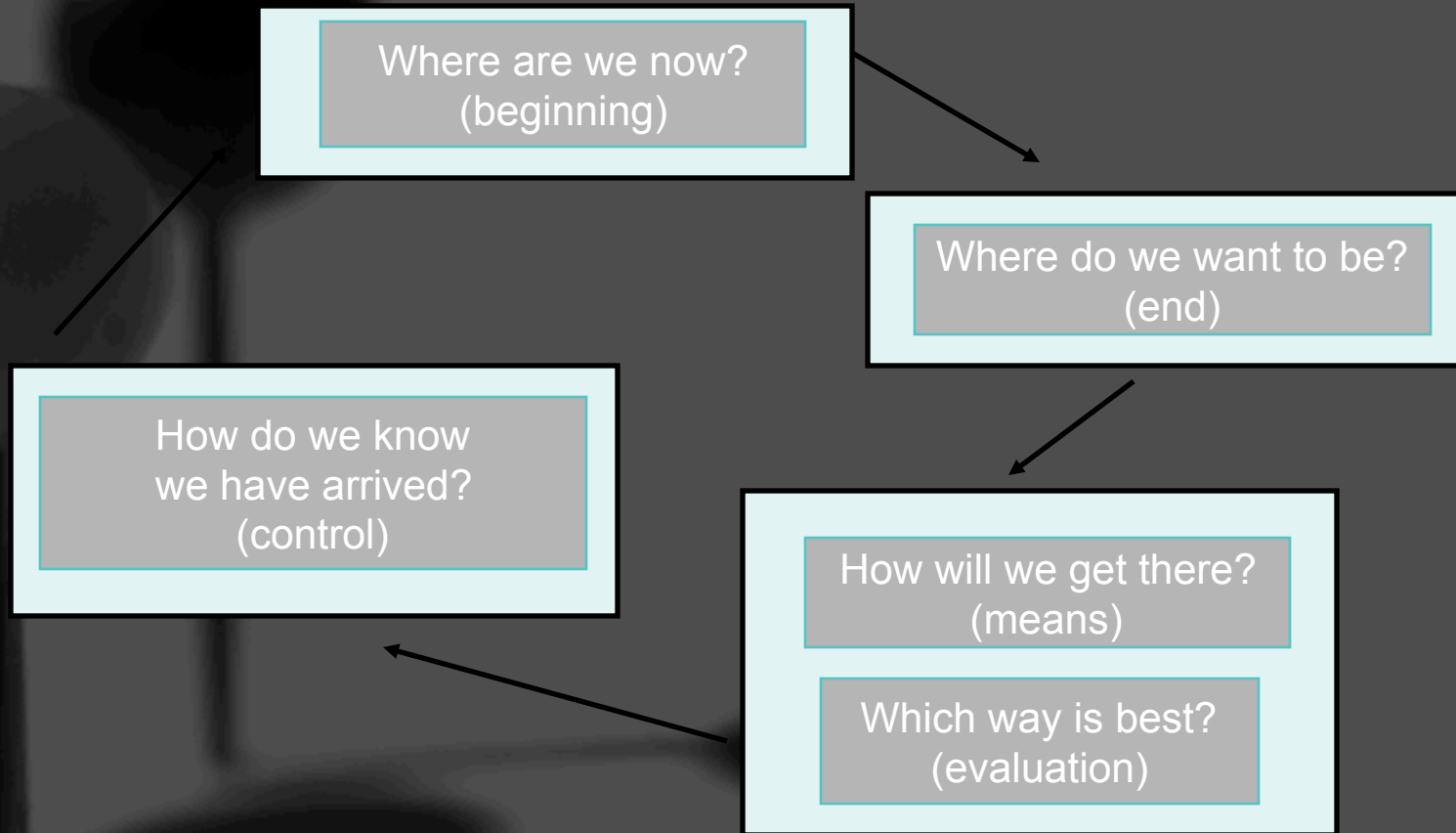
Our services are expanded to the Chinese market by using our valuable ValueTourismo synergies:





...the activities that will be selected after the research and strategy will be communicated to you and actually built along with you through our strategic process. This will create a unique perceived benefit in our value offering for a strong competitive advantage in the today's complex modern market.

Continuous Planning and Control



With regards,

Nick Kalogirou Bsc, MBA
Brand manager



ValueTourismo brand

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