



# We help you welcome the Free and Independent Traveller (FIT).



WeGoEU breaks down all travel barriers by giving Chinese travellers the same WeChat experience they enjoy at home. Introduce your business to a growing market of Free and Independent Travellers via our Mini Program, WeGo Europe: it's the complete travel companion for Chinese travellers in Europe.

We'll help your business get discovered, understood and loved via our full-service solution: WeGo Europe & WeChat Pay. Our easy solution ensures Chinese travellers are able to pay you via their smartphone, making transactions as easy in Europe as they are in China - where WeChat is being used by over 800 million users.

## Your benefits

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- Introduce your business to a growing market
- Increase brand awareness
- Add a service to your business
- Full-service solution and ongoing support

A user-friendly  
SIM card and experience

Easy-to-access information

Accurate translation

Suitable and quick  
payment options

## Chinese traveller benefits

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- Experience EU cities like a local
- Language support
- Makes shopping and payment easier
- Connect with people nearby
- Make discovery easier

# What is WeChat



WeChat is a complete ecosystem: it goes beyond every existing social media app, allowing users to do everything they need in the blink of an eye. WeChat allows users to connect, share, like, follow, create to do's, call, post updates and specializes in helping users book tickets and buy products.

WeChat Go is a strategic partnership between international Telecom Providers to provide local travel SIM cards to Chinese travellers. The KPN WeChat Go SIM card provides the Chinese travellers with ongoing connectivity and language support in Mandarin, making Europe feel like home.

## Our Mission

We connect your business with the perfect FIT (Free and Independent Traveller). This growing market are ready to discover your business, whether physically or online.

Make sure you don't miss out - we select high-profile organisations and businesses to ensure the best value for the Free and Independent Travellers visiting Europe.

“Everything you do in life, you can do in WeChat too.”

