

## Jing Farrelly

*Zatino Travel Ltd*



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Jing Farrelly's background allows her to bring knowledge of China and Ireland, together with technical skills learned through her academic studies, and insights gained from her wide-ranging experience of many sectors. Jing added a Master's in Health Informatics from Trinity College Dublin, to two primary degrees she earned from Australia and China. She has worked in a range of sectors including financial, government, charity, IT, health, and tourism. She is a Trinity International Ambassador.

She set up Zatino Travel in 2015, which seeks to offer a unique and authentic experience by bringing Chinese tourists not only to the main visitor attractions, but also to explore hidden gems. For example, visitors are introduced to local artisan food producers, where they can taste delicious locally produced food and listen to their inspiring stories.

In 2019, the business was re-branded as Ireland China International Travel Services Ltd (I-CITS), after a joint partnership from China, with a focus on the High Net worth Luxury Traveller market. As required, the company can also provide event and conference management.

Jing is a pioneer in providing fund-raising services to Irish charity organisations to raise philanthropic funds through the Immigrant Investor Programme (IIP). She is also providing immigration consultancy and relocation packages for foreign investors considering investing in Ireland.

Like many in the travel sector, Jing's business was negatively impacted by the Covid-19 pandemic. Resilient and ever the entrepreneur, Jing pivoted and set up Irish Whiskey Sales Limited in December 2020 and has already had her first shipping order placed. She is looking forward with confidence to 2021 with a return to growth in the tourism market and further growth in her fledgling whiskey sales.

***Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.***



An Roinn Talmhaíochta,  
Bia agus Mara  
Department of Agriculture,  
Food and the Marine

