

# Destination CHINA







# A Complete Approach



## Destination China

- Team pooling our resources
- Knowledge
- expertise and experience
- Unique, effective & operational programs!







# Venues of National Importance

Great Hall of the People, Beijing







# Venues of Historical Significance

## Imperial Night at the Forbidden City, Beijing







# Venues of Historical Significance

## The Great Wall Of China







# Spectacular Events All Over China



Dinner at Children's Palace, Shanghai



Dinner in the Reed Flute Cave, Guilin







# Interactive & Active Options



**Dragon Boat Racing**

**Beijing, Shanghai & Hong Kong**

**Hands-on Cultural Activities**







# Site & Factory Visits



Car Manufacturers



Hard Hat Site - International  
Financial Tower, 87th Floor



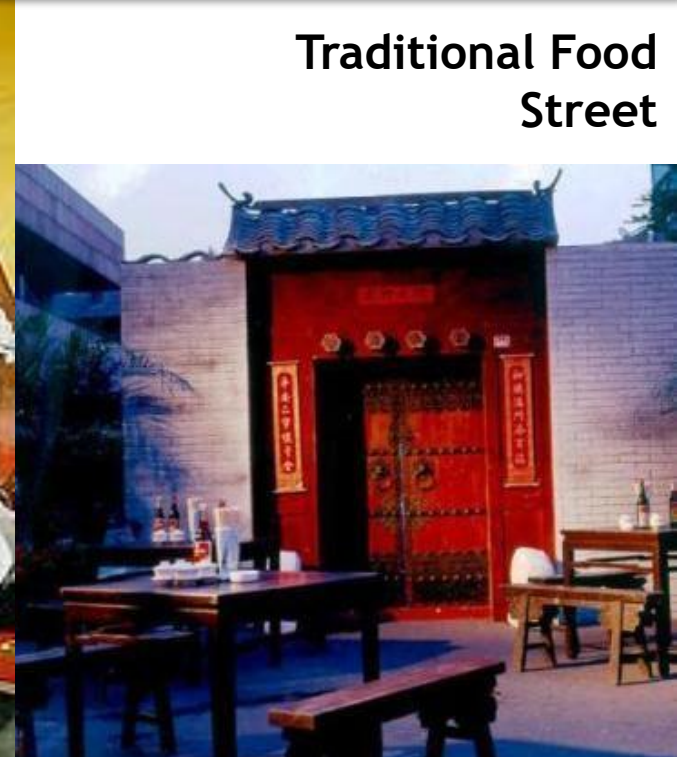




# Theme Dinners



Mao Kitsch Night



Traditional Food Street



Old Shanghai Theme Night







# Party Concepts



White Party - Space 798







# Entertainment Options



Red Poppies



Acrobats

Peacock Dance



Acrobat Centrepiece

12 Girl Band



Opera  
on the Great Wall







# Covering all the Details

*Special invitations & menu cards :*



**Table Set-Up, Costumes  
Centerpieces & Design**

**Food & Wine Selection  
and Knowledge**

- *What is the Yin & Yang of Chinese Cuisine?*
- *Does Pinot Noir also go with Peking Duck?*
- *Can my Vegetarians have real variety?*
- *What is the Dining Etiquette in Chinese Cuisine?*

*We have the answers to your Questions*



**Personalized &  
Themed Gift Ideas**



# Beijing



Forbidden City



Temple of Heaven

The Great Wall



Summer Palace







# Beijing

Modern Icon's



Old Beijing







# Shanghai

The Bund



Pudong

People's Square



Shopping







# Shanghai



Visit the Confucian Temple, Yu Yuan Gardens, enjoy a tea ceremony and the Old Shanghai Town Markets.







# Shanghai Disney



Prepare to make memories that last a lifetime during the grand opening celebration of Shanghai Disney Resort!

Opened on June 16, 2016, guests of all ages will have the chance to immerse themselves again and again within one of the most spectacular and innovative Disney theme parks in history.





# Hong Kong



**A Dining Haven  
The Best of the Best**

## Asia's most International City

We won't just feed your guests, we'll take them on a culinary adventure. Taste, Smell, Sight...we'll excite their senses.



The city is a mixture of traditions that makes Hong Kong an amazing cultural melting pot. Let us show you in our own unique way.





# Hong Kong



**Nature and the Outdoors.** Let us show you another side of Hong Kong.

**Excitement.** Let us “entertain you” like nobody else can in this amazing city.



**Which Faces of Hong Kong Do You Want To Experience**







# Xi'an

China's greatest ancient capital and modern gateway to the West



Bell Tower



Ancient City Wall



Muslim Street



Grand Mosque

Home to the 8th Wonder of the Ancient World, the tomb of the first Emperor of China a part of which is the 10,000 strong army of the Terra Cotta Warriors. The world's first city to have a population of a million people, and the source of the great ancient Silk Road, Xian was the capital of Imperial China for the better part of 1100 years.





# Hangzhou

“In the 4 perfect stages of life, the Chinese say that a man should live in Hangzhou for the beauty”



Hangzhou is situated along the southeastern coast of China, on the lower reaches of Qiantang River, a famous national tourist city with cultural civilization and history. It is the provincial capital with vice provincial level, also the center of politics, economy and culture as well as the economic development hub in the southern flank of Yangtze River Delta.







# Chengdu

The Capital of one of the most populous provinces in China and a city at the center of China's westward development



Giant Panda Breeding Research Base

Located in the west of Sichuan Basin and in the center of Chengdu Plain, with a history of over 2300 years, the capital of Sichuan Province, Chengdu is renowned for its fertile land and agricultural wealth which have earned the city the nickname "Storehouse of Heaven".



Giant Buddha of Leshan



Jinli Street







# Qingdao

Home to some of China's most successful brands internationally



City View



Qingdao Guesthouse



Laoshan Mountain

Qingdao is located in Shandong Province on China's east coast, which is well-known for its beaches (730km of unbroken coastline) and its beer.







# Tibet



Truly on the "roof of the world", Tibet has an average altitude of over 4,000 meters (13,200ft) and is situated on a massive plateau beside the mighty Himalaya and some of the world's highest mountains. This gives much of Tibet a bleak but dramatically beautiful landscape.



Create your own  
Prayer Wheel

Set Prayer Flags on  
the Mountain







# Other Places in China

Li River, Guilin



Jade Dragon  
Snow Mountain,  
Lijiang



Mogao Grottoes,  
Dunhuang

Reed Flute Caves,  
Guilin

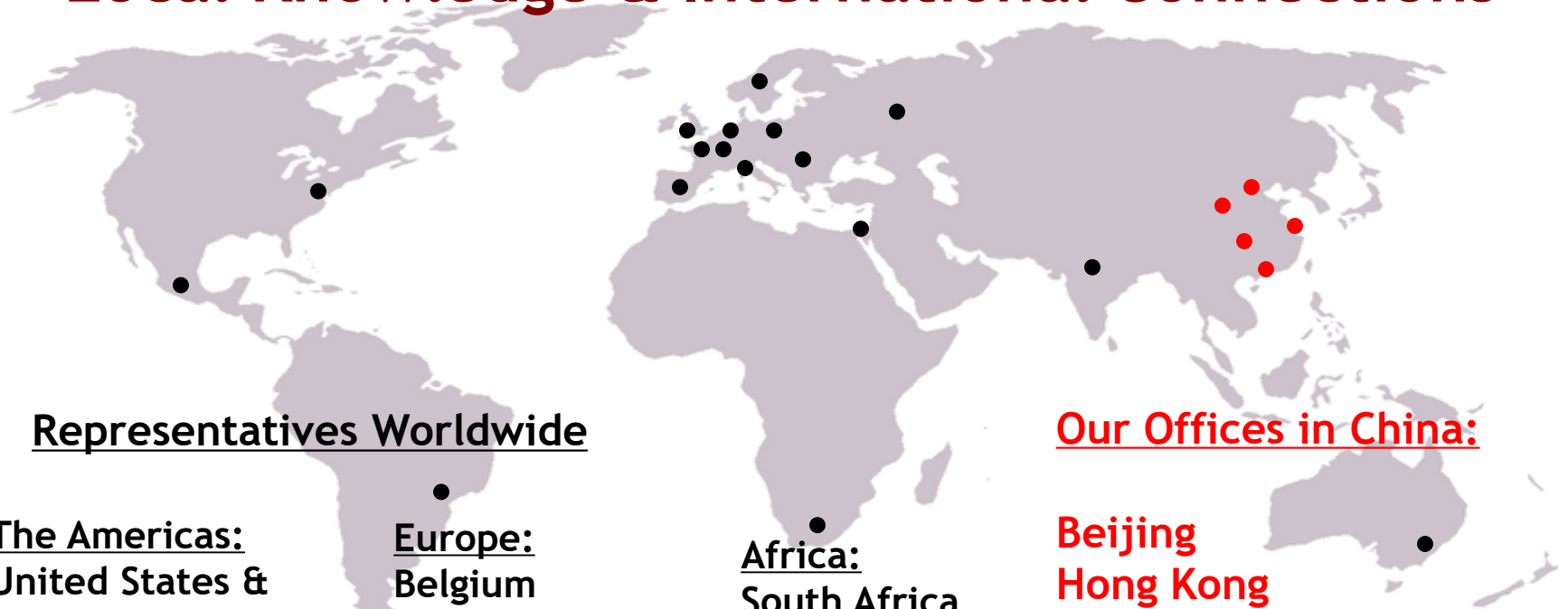






# Our Network

## Local Knowledge & International Connections



### Representatives Worldwide

#### The Americas:

United States &  
Canada  
Mexico  
Brazil & Argentina

#### Europe:

Belgium  
Germany  
Italy  
Netherlands  
Poland  
Portugal  
Spain  
Sweden  
United Kingdom

#### Africa:

South Africa

#### Others:

Russia  
Israel

#### Asia & Australasia:

India  
Australia &  
New Zealand

### Our Offices in China:

Beijing  
Hong Kong  
Shanghai

### Representatives in China:

Guilin  
Xian  
Guangzhou & Shenzhen





# Our Valued Clients

“You can judge a company by the company it keeps !”



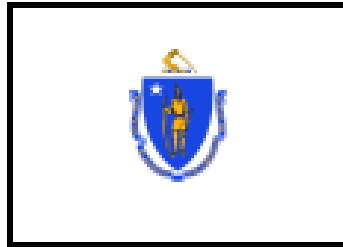


# Trade Missions and Delegations

“a select few”

Belgian Economic Mission lead  
by HRH Prince Philippe

200 persons Beijing, Shenyang, Chengdu & Shanghai



Governor’s Mission of Massachusetts  
65 persons Beijing, Shanghai & Guangzhou

Governor’s Mission of Wisconsin  
55 persons Beijing & Shanghai



Governor’s Mission of Minnesota  
215 persons Beijing & Shanghai with delegations  
to Kunming, Changchun, Shenzhen & Harbin





# Our Olympic Games Experience

## Major Sponsors



## Key Corporates



redefining / standards



**DESTINATION CHINA**



# The Ownership Team



**Brian Yin**  
*Managing Director*



**Gunther Homerlein**  
*General Manager*



**Jenny Zhu**  
*Deputy  
General Manager*





# The Team “in their own words”

## Mulder Kang

I'm from Chongqing, a foggy and hilly city located on Yangtze River in southern China. Having been living in Beijing since 1997, I have better understanding of the difference between north and south, on tradition and way of living. What I love the most here is the food and people. So, come and join me, not only 'Restore the Great Wall' as shown on the left, but to experience the enormous varieties that we help you to build up.



## Riina Li

I born and lived in Beijing and I love the city so much. It mixes ancient and fashion, classic and modern, leisure and crazy tempo. You always could find surprises in here and that's one of the best thing I would love to do. When I show to the guests through my job how great and colorful it is, and when I saw their WOW faces, I feel so lucky that I could find a work that I enjoy so much.



## Ana Shi Lei

He trabajado en este sector de Turismo casi 20 años.  
Este trabajo me permite conocer muchos destinos y a mucha gente; me trae mucha emoción y muchas experiencias unicas, y sobre todo, me mantiene un corazón joven...  
El momento que he disfrutado mucho y siempre estoy disfrutando es cuando convertimos el sueño de los pasajeros en la realidad.





# The Team “in their own words”



## Cathy Xu

Ever since graduation, I hit the ground running. Over the past 17 years, I grow with the event industry. Why am I still running? I do love to be a part of other people’s most cherished memories and this can be very rewarding. With great family support, I am more than happy to continue my prosperous journey.



## Carolyn Zhang

Some people asked me about how I feel to work in the same company since my graduation in 2006. Why not? When I see the faces of my guests showing their surprise, excitement, satisfaction and appreciation. As the person who created those “once in a life time” experiences for them, I guess it must be the most memorable moment I have ever had, and I love those moments.





# A Guiding Principle

In China, there is a term that is probably the most important one in business circles. This term is **Guan Xi**. It literally means “relationship”. In China, to do operate successfully “**it’s all about RELATIONSHIP**”. **Destination China** has those relationships, making us your best choice as a DMC in China.

關係  
guānxi

Connection

Relationship