

Destination China

Detailed Company Overview

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1.0 Registered Offices and Company Structure

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2.0 Company Overview and General Information

Destination China was established in Beijing in 1997. We were the first, and so are now the oldest, privately held DMC in Beijing and China. Our experience doing MIC business in China, Hong Kong and Macau is extensive. As a company we have grown and changed with the country and are very much in tune with the pulse of changes and developments.

As new venues and experiences have become available we have often been the first to develop them and with classic venues, venues of historical importance and government managed venues no other DMC has more experience. Over the years we have seen a shift in emphasis of enquiries to China and Hong Kong from being heavily Incentive focused to now being heavily Meeting and Event focused.

Our clients have ranged from a multitude of well-known corporate entities to international associations, government and state trade delegations' groups and international educational institutes. Among our extensive experience and highlights, one of the jewels in the crown was our experience with the 2008 Summer Olympics. During that period Destination China handled 4 of the main sponsor's programmes (Coca-Cola, Visa, Adidas and Manulife) as well as a host of other companies and entities. In total we provided full multi-day programmes for 9,370 guests and day programmes and one off events/lunches/dinners for 25,200 guests.

Destination China's operating principals create a balance in Senior Management unlike any other company operating in China. Their combined understanding of both the Western & Eastern mind-set and their knowledge of the product, the places and what can be done is unrivalled in China in the MIC industry.

Staff

We have strong teams in Beijing, Shanghai and Hong Kong. Their experience ranges from hotel backgrounds, to former guides, embassy staff and linguists. We spend a great deal of time in hand selecting every member of staff that joins the company and then groom them to a point that they are capable of dealing with international clientele at an internationally accepted standard. People rarely leave our company. In the last 10 years while we have had staff members leave to stay at home and look after their children only 6 staff have left for other positions or companies. This is unique anywhere in the world and considering that we have grown from 6 people to 29 people in this time, it is an amazing stat.

We look after our colleagues and in turn they look after us by taking very good care of their guests. This we see as a stand-out differentiator. The other is the ownership and management of the company. All three owners are hands on Managers. We don't manage by remote control, or have other owning interests across the region. We are very much focused on our business and making it better. At taking what is already the best product available and improving it. There will always be at least one of the company owners involved on every file, no matter how big or small. We are there to help and assist and combine our experience and work ethic with our colleagues.



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Areas of Operation

Being the first privately held company in the market with around 36 employees (Operational / Accounts / Purchasing / Product Development / etc.), we have offices in the most important locations in China for inbound international travellers: Beijing, Shanghai and Hong Kong. In addition, we have dedicated working partners all around the country with whom we have built strong relations and shared best practices for more than 2 decades. The DMC service list includes, but is not exclusive to the following:

- Logistical support - transport, staff, hotel co-ordination
- Tours and special visits - from introductory visits to the city to going back of house in the Forbidden City and other parts of the city, we develop and design programmes that are both informative and unique. Well blended and balanced to meet with the audience needs
- Event Management and production - from dinners on the Great Wall with Fireworks to events in the Forbidden City and the Great Hall of the People. We have also helped manage the meeting elements for some clients with SI services, set productions, mottoes and themes and speaker procurement
- Team Building and Management Training - we have built momentous events for companies from Porsche Bank to JP Morgan and BMW to Volvo. The programmes are designed to meet each client's special needs. In Beijing we have built them in the Hutongs, on the Great Wall and through the city. We meet needs, budgets and make sure people have fun.
- Special Services - from meet and greet before customs, to access to Government venues and historical sites. We have, with our contacts been able to provide some truly unique opportunities to our clients in the past. Getting into the pits with the Terra Cotta Warriors, doing a hard-hat site at the highest point of construction of the world's tallest building (Shanghai) access to historical sites for dinners and meetings.

In China you need to be able to manage all aspects of the business because in many parts of the country, the specialized companies that may be available in more developed regions are not always available. As a result as an organization you become very adept at adapting and delivering at all levels to all industries and partners.



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3.0 Detailed Scope of Services

Transfers

Airport Transfers

- Providing specific terminal information and meeting points
- Providing specific customs information and entry requirements
- Provision of appropriately sized transfer vehicles
- Provision of Meet and Greet services
- Knowledge of airport procedures (including airside arrangements)
- Dealing with lost luggage
- Ensuring good access: pick up/drop off points
- Management of unexpected security alerts
- Managing last minute changes or unexpected transfers
- Accommodating late arrivals/departures
- Dealing with airport authorities where appropriate
- Access to security passes to access customs and /or baggage hall where available
- Management of changes to transfer manifests

Restaurant / Social Event Transfers

- Provision of coaches of varying sizes
- Provision of unique vehicle transfers for offsite activities (other than standard cars/coaches)
- Professionally qualified drivers and driving standard rules and regulations. This is important as in China, drivers are not generally highly educated and therefore our rules & regulations and standards act as a guideline for them during service delivery
- Advice on pick-up/drop-off locations for best access to venues
- Hosts & Hostesses on board transfers to escort delegates with the language of choice
- Managing access to the property (if exclusive access is required)
 - In this respect we work closely with the China People's Disabled Federation and have run international events for them (such as the International Foot & Mouth Painters Exhibition) and managed many of their needs during the Special Olympics

Accommodation

- Providing advice on hotels; suitability for meeting, standards etc.
- Advising on new hotel openings in the area
- Advising on hotel access facilities for transfers and other information relevant to programme
- Conducting site inspections on behalf of Five Hats and reporting back on predetermined criteria if requested



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Restaurant & Event Venue Bookings

- Sourcing of suitable gala dinner and offsite dinner venues
- Recommending local food, wine and entertainment to fit the demographics of the group
- Negotiating on dinner budgets depending on any industry/client regulations
- Knowledge of new properties / updates to established properties
- Provision of printed menus
- Advancing to venue for pre-dinner inspections
- Management of the dinner event, acting as main point of contact with venue
- Creative entertainment ideas

Production and AV

- Sourcing of suitable suppliers and equipment
- Venue sourcing
- Design and development of Stage / Sets / AV Set-up and Exhibitions
- Simultaneous Interpretation and associated technical requirements
- On-site production support

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Activities & Unusual Venues

- Knowledge of new, unique and exclusive venues
- Theming and creative decoration of venues to suit the event (where requested)
- Provision of entertainment options
- Competitive, team building and themed group activities
- Bespoke team activities for all budgets (from standard to VIP)



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Staffing / Host & Hostess / Guide Support

- Provision of a dedicated-on site project manager with at least 3 years' experience of managing a similar type of event
- Provision of Hostesses / Guides with knowledge of your processes and expectations
- Allocation of appropriate hostesses re: age, experience, relevant knowledge, language skills etc.
- Ability to provide staff that are pro-active, positive, confident and professional
- Provision of staff with a good knowledge of the local area: attractions, shopping etc.
- Fluency in English and other languages were requested
- Allocation of the same staff throughout to ensure continuity

Finances

- Negotiation on cancellation fees with all 3rd party suppliers
- Negotiating savings and renegotiation in line with budget changes
- Budget overview provided prior to event, showing local taxes, & updated on an ongoing basis when costs are changed/added
- Working within the budget and identifying any possible additional costs before they occur
- Comprehensive, itemized description of all charges within proposals and invoices
- Preparing a detailed, timely and accurate final invoice

Other

- Ensuring accuracy of contracts with 3rd party suppliers
- Ensuring the accuracy and confidentiality of data passed to 3rd party suppliers
- Managing payments with 3rd party suppliers
- Dedicated Account Manager/s (team member/s) to manage the programme
- Pre and post event briefing with Client
- Provision of a 24hr emergency line for on-site contact



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4.0 Sample Set of Event Experience

In the table below is a list of a few 2016 - 2019 events and 2021-25. Multiple industries have been selected:

Client/Industry	Year	Type of Event	Pax	Country of Origin	Services Provided
Occident Insurance	2025	Incentive Program	668	Spain	Transportation, Hotel accommodation, sightseeing, group theme dinners, Gala event, etc.
Stellantis	2025	Stellantis China Business Program	100	Brazil	Transportation, Hotel accommodation, company business visits, sightseeing, group dinners, Test-driving, Gala Dinner, etc.
HONDA	2025	Honda China Business Program	45	Brazil	Transportation, Hotel accommodation, company business visits, sightseeing, group dinners, Gala Dinner, etc.
EINHELL	2025	EINHELL China Incentive Program	38	Germany	Transportation, Hotel accommodation, sightseeing, group dinners, Gala Dinner, etc.
Asian Art Museum	2025	Museum visit program	30	Worldwide	Transportation, Hotel accommodation, museum visits, sightseeing, group dinners, etc.
MOBILIANS	2025	China Business Program	120	France	Transportation, sightseeing, group dinners, Gala Dinner, etc.
Bayer	2024	Bayer China Business Program	80	Brazil	Transportation, Hotel accommodation, company business visits, sightseeing, group dinners, Gala Dinner, etc.
Amazon Web Services	2024	AWS China Corporate Program	110	China	Transportation, Hotel accommodation, Conferences, group dinners, etc.
PEPSI	2024	PEPSI China Incentive Program	75	Mexico	Transportation, Hotel accommodation, sightseeing, group dinners, Gala Dinner, etc.
Microsoft	2024	China Business Conference	80	Worldwide	Transportation, AV support and set-up, Staffing and Entertainment, etc.
Haier	2024	Haier Poland Incentive Program	50	Poland	Transportation, Hotel accommodation, sightseeing, group dinners, etc.
Agaxtur	2023	Scania China Business Program	26	Brazil	Transportation, company business visits, sightseeing, group dinners, Gala Dinner, etc.
Cognex	2023	China Gala Dinner	350	USA	AV support and set-up, Staffing and Entertainment
POP Meetings	2023	Noblelift Dealers China Program	21	USA	Transportation, sightseeing, group dinners, etc.
Motivation	2023	China Business program	35	Brazil	Transportation, sightseeing, group dinners, etc.
Buxton Real Estate	2023	Top Sales Incentive	25	Australia	Transportation, Off-site programmes and trip to Macau
Renesas Semiconductor	2023	Management Meeting	620	UK & Japan	Transportation and Tours



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Confidential Crypto	2023	Antimeridian Summit	110	USA & Singapore	Pre-Event Support, AV and Production design and set-up, Off-site Dinner and Cocktail
JSE Finance	2023	Johannesburg Stock Exchange Roadshow	35	South Africa	Managed the Hotel, Seminars in HKG and SHA, visits and meetings with Government and Bank Officials
Infineon Technology Semiconductor	2023	Regional Sales Conference	270	Germany Regional Teams	AV support and set-up, Registration, Staffing and Off-Site Dinner and Cocktail
Bond Brand Loyalty Auto	2022	Ford Staff Training Videos and Sessions	50	China US Managed	On-Line Training Courses Training Videos set-up at the Ford Dealership in Shanghai
OMEGA	2022	Olympic Sponsors / Timekeepers	400	International	Staffing, Gifts, Sponsorship Assistance
Bond Brand Loyalty Auto	2021	Ford DiB (Dipped in Blue) Dealership event	81	China US Managed	Invitations & pre-event Marketing. Design, build and delivery of entire event
Alessandro Rosso Group	2019	Incentive	240	Italy	Transportation, sightseeing, group dinners, Gala Dinner, etc.
Volkswagen	2019	Company Visiting	30	Brazil	Transportation, sightseeing, group dinners, Gala Dinner, etc.
Mercedes Benz	2019	Incentive	78	Australia	Transportation, sightseeing, group dinners, Gala Dinner, etc.
Mars Group	2019	Incentive	90	Mexico	Transportation, sightseeing, group dinners, Gala Dinner, etc.
Destination Unlimited	2019	Rally Trip	50	Belgium	Hotels, sightseeing, group dinners
J.P. Morgan	2019	Meeting	450	Worldwide	Transportation, meeting services, etc.
Qualcomm	2018	5G Summit & Exhibition	2700	US	Meeting design, set-up and operation. Exhibition design set-up and operation, C level reception & 1 on 1 meetings
Allianz	2018	Incentive	220	Worldwide	Transportation, meeting services, etc.
J.P. Morgan	2018	Meeting	1000	Worldwide	Transportation, meeting services, etc.
PwC Network Leader Meeting	2018	Meeting	350	Worldwide	Transportation, sightseeing, group dinners, meeting services, etc.
HSBC	2018	Investor Meeting	120	UK	Off-site evening events, China Day trip to Shenzhen with meetings and off-site meeting venue
Microsoft	2018	International Training	158	US / Holland	Hotels, Off-site meeting venues, city wide shoppers' comparison, evening events, gifts and theming
Volvo Round the World Yacht Race	2018	Gala Dinner Event	800	International (SA and IRE)	Gala event and theming
LinkedIn	2018	Gala Event and after party	900	US	Gala event and theming and buy-out of a club for an after party
Schneider	2017	Board Meeting & Client Visits	38	France	Private Jets and commercial travel, hotels, all ground and logistics, dinners and gifts



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Qualcomm	2017	4G/5G Summit & Exhibition	2100	US	Meeting design, set-up and operation. Exhibition design set-up and operation, C level reception & 1 on 1 meetings
WRG	2017	Conference	100	UK	Transportation, meeting services, etc.
Absolute	2017	Incentive	90	UK	Transportation, sightseeing, group dinners, Gala Dinner, etc.
INSOL	2017	Meeting	90	UK	Meeting services, etc.
Market Focuses	2017	Conference	110	Malaysia	Meeting services, etc.
J.P. Morgan	2017	Meeting	1000	Worldwide	Transportation, meeting services, etc.
QUALCOMM	2017	4G/5G Summit	1850	Worldwide 70% Asian	Production, Exhibition, Cocktails & Dinners
Allergan	2017	Investigator & Product Meeting	400	Worldwide 75% AMEA	Production, Exhibition, Staffing Support, Cocktails & Dinners
Bentley	2017	Sales Incentive	90	Australia & New Zealand	Ground Services, Shenzhen Tour, Dinners & Cocktails
Bidvest	2017	Rugby 7's Sales Incentive	36	South Africa	Rugby Tournament tickets & Hospitality, Ground services
Schneider	2017	Sales Meeting	120	Australia & New Zealand	Team Building, Ground Services, Dinners
Schneider	2017	Board Meeting & Travel	35	Worldwide	Private Jets, Ground Services, Hotels, Factory & Business Visits
HSBC	2016	Circle of Excellence Conference	450	Worldwide	Transportation, sightseeing, dinners, meeting services, etc.
Lexus	2016	Incentive	48	UK	Transportation, sightseeing, group dinners, Gala Dinner, etc.
TIM	2016	Incentive	146	Brazil	Transportation, sightseeing, group dinners, Gala Dinner, etc.
World Bank Group	2016	Conference	350	Worldwide	Transportation, meeting services, etc.
Worldspan	2016	Incentive	66	UK	Transportation, sightseeing, group dinners, Gala Dinner, etc.
Generali Group	2016	Incentive	160	Spain	Transportation, sightseeing, group dinners, Gala Dinner, etc.
J.P. Morgan	2016	Meeting	600	Worldwide	Transportation, meeting services, etc.
HP	2016	Conference	360	Belgium	Transportation, sightseeing, group dinners, Gala Dinner, entertainment, meeting services, etc.
QUALCOMM	2016	4G/5G Summit	1700	Worldwide 70% Asian	Production, Exhibition, Cocktails & Dinners



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Our 2008 Summer Olympic Experience

Client	Country of Origin (company-booking)	
Coca Cola	Mainly USA	4 waves of 350 people
Coca Cola	USA	900 people (additional programmes)
Adidas	Worldwide	680 people - several waves of 50-120 guests many overlapping
Manulife	Pan-Asia	4 waves of 350 people - Region wide Incentive
VISA	Mainly USA	5 waves of 500 people
Visa Europe	Europe	80 people
ATP	Holland	36 groups of 20-40 people including the Queen and Prince of Holland as guests
AXA	Germany	100 people
Bank Of America	USA	Daily Catering for 1200-1500 people - friends and family of US Olympic Athletes
Chevron	USA	3 Groups of 60 persons
CITI BANK	USA	50 people
Hilton	Worldwide	4 waves of 50 people
Telcel	Mexico	4 waves of 120 people
LG	Australia	4 waves of 15 people
Qualcomm	USA	65 people
Track & Field News	USA	600 people - several waves of 10-50 guests for different periods of stay
US Swimming Team	USA	175 guests various period stays



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5.0 Quality Standards & Processes

We select our subcontractors/restaurants based on their credit, reputation, experience, etc.

- Check the license
- Check the reputation and track records
- Check all venues/restaurants/vehicles, etc. on the regular basis
- Enter into an agreement for a trial period

While doing the briefing, the staff will have a detailed 'BIBLE' - a comprehensive book covering all information of the event, is distributed to all working force involved at the general briefing, as well as uniforms or dress-code, for each position, designated requirement is to be highlighted for high importance of attention.

Standard Uniform: All the staff will wear their name badges throughout the event. And they will dress properly during the event as black suit for airport transfer/meeting/gala dinner, DC T-shirt for sightseeing/activities, etc.

To assess the experience, qualifications, language skills and local knowledge of contract staff we follow the following procedures: -

Professional interviews by experienced Managers and Guides with a comprehensive test of past working experience, language efficiency and relevant knowledge.

We will sign a temporary contract with all the guides and support staff before they work on our programmes, which indicate all our company policies & regulations very clearly.

All our guides are licensed guides. To attain their license, they must complete at least 4 years in the University as a guide and English or other language is his/her major as well, then do 2 years as a trainee with a travel company. And we will have seasonal training for them every year.



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6.0 Insurance - General Cover China

	Employers Liability Insurance	Public Liability Insurance	Professional Liability Insurance
Name of Insurers	The People's Insurance Company (Group) of China Limited		The People's Insurance Company (Group) of China Limited
Insurance Policy Number	No.1100240063017611		No.1100240063017611
Expiry Date	2025/01/01- 2025/12/31		2025/01/01- 2025/12/31
Max. limit for any one accident	CNY2,000,000.00		CNY4,000,000

Insurance - General Cover Hong Kong

Name of Insurers	AIG Insurance Hong Kong Limited	Healthmed Limited (Zurich Insurance Company Ltd.)	
Insurance Policy Number	HK22008851/7	ZTT0061506ZC	
Expiry Date	04/01/2026	30/06/2026	
Max. limit for any one accident	HK\$100,000,000	HK\$10,000,000	

